



Dear Sponsor<

We are currently seeking sponsors for the **8th Annual Run Lucky 5K and Mission Mile Fun Run**, which is scheduled for **Sunday, March 11, 2018**. Over the past seven years, Run Lucky has raised over \$320,000 for The Leukemia and Lymphoma Society, and we could not have done this without the generous patronage of sponsors like you!

As we enter our eighth year, we ask that you consider one of our many sponsorship opportunities that are outlined in this package. As in years past, all net proceeds from Run Lucky will be donated to The Leukemia and Lymphoma Society (LLS) to support their mission: to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Attached you will find a Sponsorship Packet, Sponsorship Commitment Form and Run Lucky Fact Sheet for you to review. After you have looked these over, please let us know if you have any questions. We appreciate your time and consideration, and we look forward to hearing from you soon!

Sincerely,

Kristi Warren
Friends of LLS
Run Lucky Race Director
Contact Number: 405-519-6337
E-mail Address: kwarren.okc@gmail.com

www.runlucky.com

RUN LUCKY SPONSORSHIP PACKAGES

Emerald Isle Underwriting Sponsor * *Filled by* PRESIDIO \$10,000 cash

- ✚ Exclusive Sponsorship within your industry. No competitors will be allowed to sponsor at any level.
- ✚ Company logo prominently displayed on front and back of the event t-shirt. All other sponsors will be listed on the back of the t-shirt only.
- ✚ Company logo and link to company web site on Run Lucky web site.
- ✚ Company logo and short company bio listed on Run Lucky Facebook page.
- ✚ Company logo on event brochures and posters.
- ✚ Company logo prominently displayed on event Start Line and Finish Line banners.
- ✚ Company logo printed on race bibs.
- ✚ Company name announced as Underwriting Sponsor from the stage during the event.
- ✚ Company name included in race press (print, radio, television) as Underwriting Sponsor.
- ✚ Company logo used in print advertisements scheduled for March 2018.
- ✚ Company logo included in monthly e-newsletter and bio featured in two (2) editions.
- ✚ Twenty-five (25) complimentary race entries.

Lucky Charms Sponsors Awards Sponsors (Limit 1) \$7,500 Cash

- ✚ Exclusive Sponsorship within your industry. No competitors will be allowed to sponsor at any level.
- ✚ Company logo will be printed on ribbons of medals for ALL finishers.
- ✚ Company logo prominently displayed on back of the event t-shirt.
- ✚ Company logo and link to company web site on Run Lucky web site.
- ✚ Company logo and short company bio listed on Run Lucky Facebook page.
- ✚ Company logo on event brochures and posters.
- ✚ Company logo on event Start Line and Finish Line banners.
- ✚ Company name announced as Awards Sponsor from the stage during the event.
- ✚ Company name included in race press (print, radio, television) as Awards Sponsor.
- ✚ Company logo used in print advertisements scheduled for March 2018.
- ✚ Company logo included in monthly e-newsletter and bio featured in one (1) edition.
- ✚ Twenty (20) complimentary race entries.

Timing Chip and Runners Bib Sponsor (Limit 1) \$6,000 cash

RUN LUCKY SPONSORSHIP PACKAGES

- ✚ Company logo prominently displayed on back of the event t-shirt.
- ✚ Company logo and link to company web site on Run Lucky web site.
- ✚ Company logo and short company bio listed on Run Lucky Facebook page.
- ✚ Company logo on event brochures and posters.
- ✚ Company logo displayed on event Start Line banner.
- ✚ Company name announced from the stage during the event.
- ✚ Company logo included in monthly e-newsletter and bio featured in one (1) edition.
- ✚ Company logo on timing chips and participant bibs.
- ✚ Fifteen (15) complimentary race entries.

Luck of the Irish Sponsors

\$5,000 cash or \$7,500 In-Kind Donation

- ✚ Company logo displayed on back of the event t-shirt.
- ✚ Company logo and link to company web site on Run Lucky web site.
- ✚ Company logo and short company bio listed on Run Lucky Facebook page.
- ✚ Company logo on event brochures and posters.
- ✚ Company logo displayed on event Start Line banner.
- ✚ Company name announced from the stage during the event.
- ✚ Company logo included in monthly e-newsletter and bio featured in one (1) edition.
- ✚ Ten (10) complimentary race entries.

Lucky Leprechaun Sponsors






\$2,000 cash or \$3,000 In-Kind Donation

- ✚ Company logo prominently displayed on back of the event t-shirt.
- ✚ Company logo and link to company web site on Run Lucky web site.
- ✚ Company logo and short company bio listed on Run Lucky Facebook page.
- ✚ Company logo on event brochures and posters.
- ✚ Company logo displayed on event Start Line banner.
- ✚ Company name announced from the stage during the event.
- ✚ Five (5) complimentary race entries.

RUN LUCKY SPONSORSHIP PACKAGES




Pot of Gold Sponsors

\$1,000 cash or \$1,500 In-Kind Donation

-  Company name displayed on back of the event t-shirt.
-  Company logo and link to company web site on Run Lucky web site.
-  Company logo and short company bio listed on Run Lucky Facebook page.
-  Company logo on event brochures and posters.
-  Company logo displayed on event Start Line banner.

Irish Eyes Sponsors

\$500 Cash or \$750 In-Kind Donation

-  Company name displayed on back of the event t-shirt.
-  Company logo and link to company web site on Run Lucky web site.
-  Company logo and short company bio listed on Run Lucky Facebook page.

Shamrock Sponsors

\$250 Cash or \$375 In-Kind Donation

-  Company name displayed on back of the event t-shirt.
-  Company name and link to company web site on Run Lucky web site.



2018 RUN LUCKY SPONSORSHIP COMMITMENT FORM

I would like to commit to the following sponsorship:

- Emerald Isle Underwriting Sponsor..*** ***\$10,000 Cash*** ***filled by*** **PRESIDIO**
- Lucky Charms Award Sponsor \$7,500 Cash
- Timing Chip and Bib Sponsor \$6,000 Cash
- Luck of the Irish Sponsor..... \$5,000 Cash or \$7,500 In-Kind Donation
- Lucky Leprechaun Sponsor \$2,000 Cash or \$3,000 In-Kind Donation
- Pot of Gold Sponsor \$1,000 Cash or \$1,500 In-Kind Donation
- Irish Eyes Sponsor \$500 Cash or \$750 In-Kind Donation
- Shamrock Sponsor \$250 Cash or \$375 In-Kind Donation

I am interested in volunteering or having some of my employees volunteer to help at Run Lucky.

I would like more information about registering a team to participate in Run Lucky.

Company Name: _____

Contact Person: _____

Mailing Address: _____

Phone #: _____ Email Address: _____

By being a sponsor for Run Lucky, I understand the sponsor levels as outlined in this packet and have enclosed a check in the amount of \$ _____ and/or am donating _____ valued at \$ _____ to secure my sponsorship level.

Signature: _____ Print Name: _____

Please make checks payable to **Friends of LLS** and mail to: Friends of LLS
5030 N May Avenue, Box 139
Oklahoma City, OK 73112

****ALL information including signed sponsorship contract, check & company logo MUST be received by January 15th, 2018***

For your tax purposes, this receipt will serve as our official acknowledgement of your contribution, in accordance with Section 170(f)(8) of the Internal Revenue Code. The Friends of LLS did not provide any goods or services in whole or partial consideration for this contribution. Please keep a copy of this contract for your records. (EIN 27-4131392)



RUN LUCKY FACT SHEET

Run Lucky History

Total Raised for the Leukemia & Lymphoma Society from 2011-2017:
\$304,000




Run Lucky Race Registration Averages 1200 Participants
and has become Oklahoma's largest sanctioned 5k Event.

2017 Race Demographics

Average Age of Participants: 37 years of age
Percent of Female Participants: 66%
Percent of Male Participants: 34%

RUN LUCKY SPONSORSHIP PACKAGES

Important Sponsor Information

-  The 8th Annual Run Lucky 5k and Mission Mile Fun Run will be on **Sunday, March 11th, 2018**. *The Fun Run begins at 1:30 PM and the 5k begins at 2:00 PM*. The races will **Start and Finish** in Midtown OKC (near NW 10th Street and Hudson).
Reminder: Daylight Savings Time starts on March 11th.
-  All sponsorships for Run Lucky are tax-deductible. Net proceeds from the event will be donated to The Leukemia and Lymphoma Society.
-  Sponsors are encouraged to register a team to participate in the event and/or sign employees up to volunteer at the event.
-  For any sponsorship level receiving complimentary race entries, we will email you a registration code after receiving your completed application and check.
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 For sponsorships of \$500 or more, please send company logo and bio to Kristi Warren kwarren.okc@gmail.com as soon as possible, so that we may begin promoting your company.