



Dear Friends,

We are currently seeking sponsors for the **9th Annual Run Lucky 5K and Mission Mile Fun Run**, which is scheduled for **Sunday, March 10, 2019**. Over the past eight years, Run Lucky has raised over \$350,000 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 ninth 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.

Following 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,

Patricia Ayling
Friends of LLS
Run Lucky Race Director
405-823-8690
runlucky5k@gmail.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 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.
- ✿ Twenty-five (25) complimentary race entries. Sponsor entries are not eligible for team awards.

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 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.
- ✿ Twenty (20) complimentary race entries. Sponsor entries are not eligible for team awards.

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

- ✿ Company logo prominently displayed on participant bibs.
- ✿ 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 displayed on event Start Line banner.
- ✿ Company name announced from the stage during the event.
- ✿ Fifteen (15) complimentary race entries. Sponsor entries are not eligible for team awards.

RUN LUCKY SPONSORSHIP PACKAGES

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 displayed on event Start Line banner.
- ✿ Company name announced from the stage during the event.
- ✿ Ten (10) complimentary race entries. Sponsor entries are not eligible for team awards.

Lucky Leprechaun Sponsors **\$2,000 cash or \$3,000 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 displayed on event Start Line banner.
- ✿ Company name announced from the stage during the event.
- ✿ Five (5) complimentary race entries. Sponsor entries are not eligible for team award

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 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.



2019 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
 - 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 18th, 2019***

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 2011-2018:
\$350,000

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

2018 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 9th Annual Run Lucky 5k and Mission Mile Fun Run will be on **Sunday, March 10th, 2019**. *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 10th.
- ✿ 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.
- ✿ For sponsorships of \$500 or more, please send company logo and bio to Patricia Ayling runlucky5k@gmail.com as soon as possible, so that we may begin promoting your company.