



November 9, 2019

Dear Friend:

We are currently seeking sponsors for the **10th Annual Run Lucky 5K and Mission Mile Fun Run**, which is scheduled for **Sunday, March 15, 2020**. Over the past nine years, Run Lucky has raised over **\$365,000** 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 tenth 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 and Sponsorship Commitment Form 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,

Sherry Furseth  
Friends of LLS  
Run Lucky 2020 Sponsorship Committee  
Cell # 405-642-6062  
runlucky5k@gmail.com

[www.runlucky.com](http://www.runlucky.com)

# RUN LUCKY SPONSORSHIP PACKAGES

## **Emerald Isle Underwriting Sponsor      Limit                                      \$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.

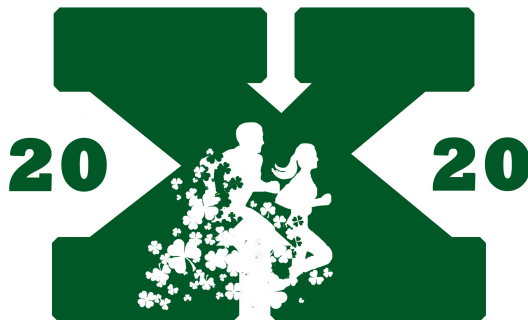
## **Irish Eyes Sponsors**                                      **\$500 Cash or \$750 In-Kind Donation**

- \* 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.

# RUN LUCKY



**Ten Years of Running for  
The Leukemia and Lymphoma Society**

## 2020 RUN LUCKY SPONSORSHIP COMMITMENT FORM

- I would like to commit to the following sponsorship:
- Emerald Isle Underwriting Sponsor .. \$10,000 Cash***
  - 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:**

Sherry Furseth  
c/o Friends of LLS  
901 NW 63<sup>rd</sup> Street, Suite 201  
Oklahoma City, OK 73116

***\*ALL information including signed sponsorship contract, check & company logo MUST be received by January 24, 2020***

*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 27-41*



## Important Information for Sponsors

- ✿ The **10th Annual Run Lucky 5k and Mission Mile Fun Run** will be on **Sunday, March 15<sup>th</sup>, 2020**.
- ✿ *The Mission Mile 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 10<sup>th</sup> Street and Hudson).
- ✿ All Sponsorships for Run Lucky are tax-deductible.
- ✿ Net proceeds from Run Lucky will be donated to **The Leukemia and Lymphoma Society**
- ✿ Sponsors are encouraged to register a **Team** (to participate in the event) and/or sign up Employees to **Volunteer** at the Run: [runluckyvolunteer@gmail.com](mailto:runluckyvolunteer@gmail.com)
- ✿ 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 your Company Logo and Bio to Sherry Furseth at [runlucky5k@gmail.com](mailto:runlucky5k@gmail.com) **as soon as possible**, so that we may begin promoting your company.