



St Peter's Hospital

*ALS Regional Center
Lewis Golub MDA/ALS Clinic*

ST PETER'S HEALTH PARTNERS

November 2017

Dear Friend:

Please consider sponsoring the Cherry Blossom 5K Race for St Peter's ALS Regional Center and Walk for Hope presented by Price Chopper/Market 32. The generous support from our corporate sponsors and more than 700 participants and festival attendees helped this year's event generate over \$22,000 in donations to our beneficiaries. These donations will fund the purchase of tablet-sized Eye Gaze communication devices that will allow *local* patients to communicate with their loved ones. Since 2009 the Cherry Blossom Race for ALS has donated over \$85,000 to the center. The event was promoted extensively by *WNYT* (News Channel 13) and received media coverage in the *Daily Gazette's Your Niskayuna* and *The Jewish World*. The Ice Bucket Challenge became a national sensation with many celebrities, politicians and sports figures taking the challenge and raising much needed awareness about ALS, furthering the fight against this deadly disease, however there is still much work to be done.

The 10th annual Race and Walk, scheduled for Sunday, April 29, 2018, are run by the brotherhood of Congregation Gates of Heaven, a men's organization dedicated to providing service and contributions to the local community. **One hundred percent** of event proceeds will be used to the ALS Regional Center at St. Peter's Hospital as well as other service organizations and projects in the Capital District. We are continuously working to grow and improve the ALS Race and Walk and the race will again feature electronic chip timing by Albany Running Exchange Event Productions, the area's premier race timing company. Traffic to our web site, 5kraceforals.com continues to grow, increasing the exposure of our corporate sponsors to the community. Last year our site had some 9,000 visits and 18,000 page views.

Please consider increasing your company's exposure by sponsoring the 2018 Cherry Blossom Race for ALS. You can review the many benefits of sponsorship by visiting 5kraceforals.com/sponsorship-opportunities on the web. To ensure your company logo placement on all promotional material, please commit by email or telephone by January 1. Payments for sponsorships must be received by March 15, 2018. Please remit sponsorship level form and check to **Cherry Blossom Race for ALS, 1520 Wyoming Ave, Niskayuna, NY, 12309**.

Thank you in advance,

Tim Fecura

Tim Fecura, 5K Race for ALS Coordinator
Brotherhood, Congregation Gates of Heaven

Phone: (518)320-6770

Email: timfecura@gmail.com



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2018 Cherry Blossom Annual Race for ALS

Company Name: _____

Website _____

Address: _____

Contact Name: _____

Phone: _____ Email: _____

SPONSORSHIP LEVEL

Presenting

Platinum

Gold

Silver

Bronze

Media Partner

- a. Print- minimum of 2 adds- 2 column x 3"
- b. Radio/Television- PSA with information about race within the month leading up to race date

Supporting

Mile-Marker

Water Stop

Presenting Sponsor ***\$2,500***

- Company name appears exclusively on **front** of race shirts with Cherry Blossom logo
- Mention in all public service announcements
- Logo placement on **front page** with link to company website plus logo placement in print advertising
- Premier logo placement on all event publications, signage, t-shirts, and web site
- Recognition in all e-communication to race participants
- Company logo on Start/Finish line banner
- Meet and greet table – provide your corporate materials
- *Five* race registrations and *five* race shirts
- Provide materials for participant goody bags

Platinum Sponsor ***\$1,000***

- Logo placement on **front page** with link to company website plus logo placement in print advertising
- Logo placement on all event publications, signage, t-shirts and web site
- Banner at event provided by Race for ALS
- Meet and greet table – provide your corporate materials
- *Three* race registrations and *three* race shirts
- Provide materials for participant goody bags

Gold Sponsor ***\$500***

- Logo placement on **sponsor page** and link to company website
- Logo placement on all event publications, signage, t-shirts and web site
- Banner at event provided by Race for ALS
- Meet and greet table – provide your corporate materials
- *Two* race registrations and *two* race shirts
- Provide materials for participant goody bags

Silver Sponsor ***\$250***

- Logo placement on t-shirts, and web site – logo placement on **sponsor page**
- Meet and greet table – provide your corporate materials
- *One* race registration and *one* race shirt

Bronze Sponsor ***\$150***

- Name placement on t-shirts

Media Partner ***Promoting event through television, radio or print***

- Logo placement on event publications, t-shirts, and web-site – plus on sponsor page - with link to website
- Two race registrations and two race shirts
- Meet and greet table

Supporting Sponsor ***Donation of Goods or Services***

- Some or all of the above may apply depending on value of donation

Mile Marker Sponsor ***\$150***

- Signage with company logo placed at 1st or 2nd mile marker
- Combine with another sponsorship level for **\$100**

Water Stop Sponsor ***\$150***

- Signage with company logo placed at water stop