



## Sponsorship Packet



# Race 4<sup>5k run/walk</sup> Research

In Memory of Michele Plachy-Rubin

Washington Park, August 18, 2019

This timed 5K run/walk attracts over 1,000 participants and features:

- A post-race Expo with sponsor and vendor booths, free pancake breakfast, free beer garden sponsored by Colorado craft brewer Bristol Brewing, live music by local band Look Both Ways, and Kid Zone play area with games, clowns and kiddie train
- Kaylene's Kid's Fun Run at start of race
- Morton Publishing Miracle Mile along race route with posters honoring loved ones touched by cancer
- Trophies, medals and prizes for race winners by age groups and for top fundraisers



The Race for Research raises money for the Cancer League of Colorado, a 501(c)(3) charitable organization dedicated to funding cancer research, clinical trials, and cancer patient service organizations located in Colorado. Founded in 1969, CLC is 100% volunteer run with no paid staff or offices.

For more info, go to [www.cancerleague.org](http://www.cancerleague.org).

### In Memory of Michele Plachy-Rubin

The Race for Research was founded by the family and friends of Michele Plachy-Rubin in 1997 after she was diagnosed with brain cancer. Michele lost her battle in 1998 at the age of 27, but the Race continues to honor her memory and her wish to raise money for cancer research performed in Colorado.



[www.race4research.com](http://www.race4research.com)





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### Platinum Sponsor \$7500

- Logo featured on all promotional items and prominently on Race day
- Logo featured on back of race t-shirt
- Two 2.5' x 5' signs at Start and Finish lines
- 20 complimentary registrations
- 4 complimentary Miracle Mile posters
- 1 complimentary Expo booth space
- Mentions in Cancer League and Race for Research newsletters and social media postings

### Silver Sponsor \$3500

- Logo featured on back of race t-shirt
- Two 2.5' x 5' signs at Start and Finish lines
- 10 complimentary registrations
- 2 complimentary Miracle Mile posters
- 1 complimentary Expo booth space
- Mentions in Cancer League and Race for Research newsletters and social media postings

### Copper Sponsor \$1000

- 5 complimentary registrations
- 1 complimentary Miracle Mile posters
- 1 complimentary Expo booth space
- Mentions in Cancer League and Race for Research newsletters and social media postings

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### Gold Sponsor \$5000

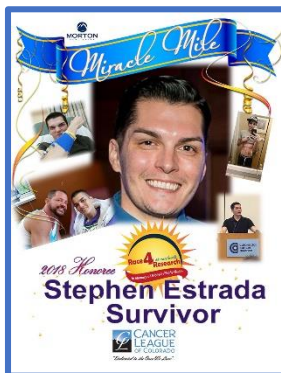
- Logo featured on all promotional items
- Logo featured on back of race t-shirt
- Two 2.5' x 5' signs at Start and Finish lines
- 15 complimentary registrations
- 3 complimentary Miracle Mile posters
- 1 complimentary Expo booth space
- Mentions in Cancer League and Race for Research newsletters and social media postings

### Bronze Sponsor \$2500

- Two 2.5' x 5' signs at Start and Finish lines
- 10 complimentary registrations
- 2 complimentary Miracle Mile posters
- 1 complimentary Expo booth space
- Mentions in Cancer League and Race for Research newsletters and social media postings

### Expo Sponsor \$250

One complimentary 10' x 10' booth space. Tents, chairs and tables are not provided, but a table and two chairs may be rented for an additional \$25.



### Race Honoree

Cancer League of Colorado funds all types of cancer research. Each year the Race for Research chooses an honoree to promote awareness of research advancements for a particular type of cancer. Last year, Race Honoree Stephen Estrada shared his inspiring story of overcoming colorectal cancer at a young age thanks to new ground-breaking immunotherapy treatments.



To become a sponsor, contact:

Lin McHaley, Race Co-Director, [linnardo4@aol.com](mailto:linnardo4@aol.com), 303-8840-9966  
Hollie Hartman, Race Co-Director, [hollir4r@gmail.com](mailto:hollir4r@gmail.com), 303-912-1202  
Bill Lee, Expo Coordinator, [billr4r@outlook.com](mailto:billr4r@outlook.com), 720-412-6161

[www.race4research.com](http://www.race4research.com)