



Dear Potential Sponsor:

On October 4, 2020, the Charles O. Strickler Transplant Center at the University of Virginia is organizing the inaugural “*Donor Dash*.” This event will be a 4-mile walk/run and a 1-mile “*Transplant Trek*” fun walk.

Until 2017, 40% of Virginians in need of an organ transplant were seeking care outside the Commonwealth. UVA’s leadership decided that improving access to care for those in need of a transplant became of utmost importance. With a great team effort, within two years, UVA doubled the number of organ transplants performed per year. The goal is to continue on this growth and quality path until all Virginians in need can get a successful transplant at UVA.

Currently over 2400 Virginians are waiting for a lifesaving transplant and approximately 40% of Virginia adults have not registered to be an organ donor.

We invite you to participate as a corporate sponsor to further enhance education, awareness and the importance of organ donation as well as provide an opportunity for donor families, living donors, transplant recipients and their family and friends to come together for a celebration of life!

Below you will find various levels of tax-deductible sponsorship opportunities for the UVA Donor Dash. Size and placement of logos on event shirts and website are based on sponsorship levels.

We sincerely appreciate your sponsorship and/or participation in this event!

Participants can register for the event at: www.uvadonordash.org

Learn about organ donation at donatelifevirginia.org.



UVA Donor Dash Sponsorship Opportunities

Event date is October 4, 2020. Sponsorship deadline is August 31, 2020.

Levels of Sponsorship

We offer five levels of financial sponsorship, in addition to in-kind sponsorships

Presenting sponsor: \$5,000

- 5 complimentary runner registrations
- Large prominent logo on top of back of shirt
- Name/logo on website with a link to your corporate website
- Largest display of company logo on event signage
- Most frequent mentions on social media
- Sponsor recognition in race packets with your promotional material (provided by sponsor)
- Mention in press releases and ads as applicable
- Live recognition on the day of event

Gold sponsor: \$2,500

- 3 complimentary runner registrations
- Logo on top of back of shirt
- Name/logo on website with a link to your corporate website
- Display of company logo on event signage
- Mentioned on social media (minimum 2)
- Sponsor recognition in race packets with your promotional material (provided by sponsor)
- Mention in press releases and ads as applicable
- Live recognition on the day of event

Silver sponsor: \$1,000

- 2 complimentary runner registrations
- Logo on back of shirt
- Name/logo on website with a link to your corporate website
- Display of company logo on event signage
- Mentioned on social media
- Sponsor recognition in race packets with your promotional material (provided by sponsor)
- Mention in press releases and ads as applicable
- Live recognition on the day of event

Bronze sponsor: \$500

- 1 complimentary runner registration
- Logo on back of shirt
- Name/logo on website with a link to your corporate website
- Display of company logo on event signage
- Mentions on social media

Water station sponsor: \$250

- Logo on back of shirt
- Name/logo on website with a link to your corporate website
- Display on sign at water stations 2

In-Kind Donations:

In addition to the above listed sponsorships levels, we are also seeking product donations (ie. Door prizes, gift certificates, award prizes, food, or any merchandise that can be used for the event). Please contact us at info@uvadonordash.org

- Display of logo on website and shirt

Thank you in advance for your consideration of becoming an event sponsor.

Please visit www.uvadonordash.org to set up a sponsorship, or complete and email the form below to info@uvadonordash.org.

If you have questions, please email info@uvadonordash.org.



Sponsorship Form

UVA Donor Dash 4-mile run/walk & 1-mile Transplant Trek fun walk
October 4, 2020 at Panorama Farms, Charlottesville VA

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Contact email: _____

Phone number: _____

Web site address: _____

SPONSORSHIP LEVEL (please circle): *Contributions are Tax Deductible*

Presenting Gold Silver Bronze Water Station In-Kind

Submit Payment Online at: <http://get-involved.uvahealth.com/goto/donordash>

or
Make Check payable to: UVA Health Foundation adding "UVA Donor Dash" in the memo line
Mail to: UVA Health Foundation, PO Box 800773, Charlottesville, VA 22908-0773

Will you plan to send materials/giveaways for the participant bags: _____ Yes _____ No

If yes, what item would you like us to include: _____

Sponsors may choose to have company name listed or submit a logo.

Please write your company name exactly how you'd like it to appear on web site, signage,
etc.: _____

Artwork and logos should be submitted to info@uvadonordash.org as follows:

- Logos for t-shirts will be printed in one color only and should be submitted in Hi-res JPEG, PDF or EPS (vector) files.
- Logos for signage should be submitted as Hi-res JPEG, PDF or EPS files.
- Logos for web site should be submitted as PNG, JPEG, PDF or EPS files.