



## SIERRA'S RACE AGAINST MENINGITIS, INC

2979 TELLURIDE PLACE - LOVELAND, COLORADO 80538

PHONE 970.310.9103 - SHERRELL@SIERRASRACEAGAINSTMENINGITIS.COM

Dear Potential Sponsor,

To honor Sierra Marie Krizman, who passed away on April 10, 2007 of Bacterial Meningitis, we will be hosting our 5th Annual 5K Run/Walk. The race will be held on Saturday, June 2nd, 2012 at Crossroads Church in Loveland.

Watching Sierra go from a healthy, energetic, beautiful 20 year-old, to being on a ventilator and fighting for her life, all within 24 hours, only later to find out that she had died from a vaccine-preventable disease was absolutely heartbreaking. Bacterial Meningitis is a fatal disease that can affect **anyone**. Although, we can't change what happened to Sierra, and all of the other victims of this devastating disease, we can try to prevent this horrible tragedy from happening to anyone else. **All** of the proceeds from the race will be used to promote meningitis awareness and assist families with vaccination costs.

Here are a few accomplishments that Sierra's Race was proud to be a part of this year:

- **Partnered with Meningitis Angels to create a Senate resolution recognizing Meningitis Awareness Day in Colorado, to be held on April 30<sup>th</sup> every year, in memory of Sierra Krizman and Meningitis Angels across Colorado.**
- **Brought World Meningitis Day Events to Colorado with a proclamation and recognition signed by the Governor.**
- **Participated in local Center for Disease & Control hearings and press conferences on infant meningococcal disease encouraging the CDC to recommend infant meningococcal vaccines to protect infants from this deadly disease that took Sierra's life.**
- **Collaborated with the National Association of School Nurses, by participating in the "Voices of Meningitis" educational campaign to help raise awareness about the disease, and to encourage families to ask their school nurse or health-care provider about meningitis prevention.**

It is our hope that through sponsorships and donations, Sierra's Race Against Meningitis, can continue to provide awareness throughout Colorado. Last year, over 2,000 people registered for Sierra's 4<sup>th</sup> Annual 5K Run/Walk and generated over \$40,000! We are humbled and extremely honored that Sierra's Race has become one of the largest 5K's in Colorado! In the past 4 years, we are grateful to have helped sponsor more than \$100,000 towards FREE Vaccinations at various clinics, where over 1500 people have received their life-saving meningitis vaccine!

We are continuously amazed at the incredible outpouring of generosity in our community, which helps to support Sierra's 5K Run/Walk and our fight against Bacterial Meningitis. We would greatly appreciate you to consider partnering with us for this year's event, so we can continue to reach out to the thousands of people that are seemingly unaware of this deadly disease. The sponsorship levels and the benefits you would receive are listed on the attached materials.

Thank you for your consideration,

Sierra's Family

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

Non-Profit Federal Tax ID # 37-1559699



**Sierra's 5K Run/Walk  
June 2<sup>nd</sup>, 2012**



**NEW 2012 SPONSORSHIP OPPORTUNITIES**

**Presenting Sponsorship (\$5,000.00):**

***(Only 1 sponsorship available at this level)***

- Sponsor recognized in the title (i.e. 2012 Sierra's Race Against Meningitis 5K Run/Walk – Presented by “Sponsor Name”) on:
  - All Press & Media Releases
  - Presenting Sponsor Banner displayed at Pre-Packet Pick Up on Friday
  - Presenting Sponsor Banner over Finish Line Arch on race day
  - 2000+ Collectible Race Shirts
  - 2000+ Race Brochures distributed throughout Northern Colorado
  - 200+ Posters distributed throughout Northern Colorado
  - Website sponsor page as Presenting Sponsor until next year's sponsorship deadline
  - Sponsor Yard Sign displayed throughout race course
- Opportunity to place promotional materials in 2000+ race packets
- Sponsor has the opportunity and is encouraged to have a vendor/information table with your company's products/services at event.
- Company name announced as Presenting Sponsor multiple times at event.
- Opportunity to display personal company banner at Race

**Platinum Sponsorship (\$1,000.00+):**

- **Bold** Company Logo displayed prominently on:
  - 2000+ Collectible Race Shirts
  - 2000+ Race Brochures distributed throughout Northern Colorado
  - Sponsor Banner displayed at Pre-Packet Pick Up on Friday and at the Race
  - Website sponsor page until next year's sponsorship deadline
  - Sponsor Yard Sign displayed throughout race course
- Opportunity to place promotional materials in 2000+ race packets
- Sponsor has the opportunity and is encouraged to have a vendor/information table with your company's products/services at event.
- Company name announced on race day

## Gold Sponsorship (\$500.00 - \$999.99):

- Company Logo displayed on:
  - 2000+ Collectible Race Shirts
  - 2000+ Race Brochures distributed throughout Northern Colorado
  - Sponsor Banner displayed at Pre-Packet Pick Up on Friday and at the Race
  - Website sponsor page until next year's sponsorship deadline
  - Sponsor Yard Sign displayed throughout race course
- Opportunity to place promotional materials in 2000+ race packets
- Sponsor has the opportunity and is encouraged to have a vendor/information table with your company's products/services at event.
- Company name announced on race day

## Silver Sponsorship (\$250.00 - \$499.99):

- Company Named on:
  - 2000+ Race Brochures distributed throughout Northern Colorado
  - Website sponsor page until next year's sponsorship deadline
- Opportunity to place promotional materials in 2000+ race packets
- Sponsor has the opportunity and is encouraged to have a vendor/information table with your company's products/services at event.

## Bronze Sponsorship (\$100.00 - \$249.99):

- Opportunity to place promotional materials in 2000+ race packets
- Sponsor has the opportunity and is encouraged to have a vendor/information table with your company's products/services at event.

**\*Donations of Goods and Services will be accepted and applied toward sponsorship levels, excluding "Presenting Sponsorship" level.**

*\*Sierra's Race Against Meningitis Race Committee reserves the right to determine the value of in-kind contributions*

### **Vendor/Information Booth:**

- ***If your company/business is interested in having a vendor/information booth at the event, please contact us as soon as possible at [info@SierrasRaceAgainstMeningitis.com](mailto:info@SierrasRaceAgainstMeningitis.com) for details.***
- ***Space is limited!***
- ***Cost: FREE if you are a sponsor, otherwise \$100.00 (or) you may donate a door prize (valued at \$100.00+).***

**2012 Sierra's Race Against Meningitis 5K Run/Walk**  
**SPONSORSHIP COMMITMENT FORM**



*In Loving Memory of  
Sierra Marie Krizman  
June 29, 1986 – April 10, 2007*

***Proceeds to benefit the fight against Bacterial Meningitis.***

*Please fill out the information below and mail with your sponsorship. Thank You!*

Checks can be made payable to:

*Sierra's Race Against Meningitis or S.R.A.M.  
Attn: Sherrell Spoelma  
2979 Telluride Place  
Loveland, CO 80538*

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Contact Phone#:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**\*\*For Presenting, Platinum & Gold Level Sponsors, please email company logo by the deadlines listed below to: [info@SierrasRaceAgainstMeningitis.com](mailto:info@SierrasRaceAgainstMeningitis.com).**

**Important Dates to Remember:**

- ✓ **March 19<sup>th</sup>: to insure inclusion of your logo and/or name on race brochure.**
- ✓ **April 25<sup>th</sup>: to insure inclusion on the collectible race shirt.**
- ✓ **May 14<sup>th</sup>: receive any promotional items to be included in the race packets.**