IF ONLY WE KNEW...

To honor Sierra Marie Krizman, who passed away on April 10, 2007 of Bacterial Meningitis, we will be hosting our 9th Annual 5K Run/Walk. The race will be held on Saturday, June 18th, 2016 at Foundations Church, in Loveland, Colorado.

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. 100% of the race proceeds are used to promote meningitis awareness and provide FREE vaccinations for those in need.

...PLEASE GET YOUR LOVED ONES VACCINATED

WWW.SIERRASRACEAGAINSTMENINGITIS.COM  •  970.310.9103  •
INFO@SIERRASRACEAGAINSTMENINGITIS.COM
Sierra’s Race Against Meningitis
Sponsorship Opportunities and Marketing Partnerships

WHEN IS THE RACE AND HOW MANY PEOPLE PARTICIPATE?
Sierra’s Race Against Meningitis 9th Annual Race takes place on June 18th, 2016 at Foundations Church in Loveland, CO. The 5K (3.1 mile) Run/Walk and Kids Fun Run attracts over 2,000 participants, who unite to support those who have been affected by this devastating disease. The runners and walkers include; all age groups, meningitis survivors, large and small corporations and everyone in between. More than 200 volunteers help to support this amazing event.

WHAT IS THE SPONSOR EXPERIENCE?
Sierra’s Race Against Meningitis is much more than just a 5K Run/Walk, it’s an experience that impacts lives. The 2,000+ participants are not just running/walking to save lives, they have an opportunity to visit many sponsor booths with food and beverage samples, various businesses promoting their services, and access to meningitis awareness information.

HOW ARE THE RACE PROCEEDS DISTRIBUTED AND HOW DOES THE RACE HELP PEOPLE IN COLORADO?
100% of the proceeds generated by Sierra’s Race are used to promote meningitis awareness and provide FREE vaccinations for those in need. It is our hope that through sponsorships and donations, Sierra’s Race Against Meningitis, can continue to provide awareness throughout Colorado. Last year we did a viral race, and this year we are excited to bring back Sierra’s 5K Race & Kids Fun Run. We are humbled and extremely honored that Sierra’s Race has become one of the largest 5K’s in Colorado! In the past 8 years, we are grateful to have helped sponsor more than $330,000 towards FREE Vaccinations at various clinics, where over 4,300 people have received their life-saving meningitis vaccine!

WHAT IS BACTERIAL MENINGITIS?
Meningococcal meningitis, a form of meningococcal disease, is a serious bacterial infection. Unlike viral meningitis, it can potentially kill an otherwise healthy young person within 24 hours after the first symptoms appear.

- Up to 1 in 10 people who get this disease die from it.
- Up to 1 in 5 survivors are left with serious medical problems, including:
  - Amputation of arms, legs, fingers & toes
  - Brain damage
  - Deafness
  - Kidney damage

—Voices of Meningitis
2016 Sierra’s Race Against Meningitis
Great Exposure for Your Company

Sponsoring Sierra’s Race Against Meningitis will not only provide your company great exposure, but more importantly recognize your company as a business that supports it’s community. Here are a few things our past sponsors have shared with us as benefits of sponsoring Sierra’s Race:

- Consumers have a more positive image of a company associated with a good cause
- Generate community good will
- Build awareness and equity for brand names or corporate identities
- Access to a targeted and captive audience of consumers
- Drive sales at retail outlets due to product knowledge from Race marketing and sponsor experience
- Cross-promotion and networking with other sponsors
- Media coverage
- Sierra’s Race Against Meningitis website exposure

“We’ve proudly donated our massage services on race day since 2008. For us, Sierra’s Race isn’t about the exposure or new patients it generates for our business each year. Sierra worked for Scott Family Health for two years. During that time, she always had a smile on her face, a kind word for every one of our patients, and a servant’s heart. We support Sierra’s Race because it’s a great way for us to honor her memory and give back to our community.”

—Scott Family Health
If you have been involved with Sierra’s Race Against Meningitis in the past, we would like to thank you for your support and invite you to partner with us again in 2016. If you are considering a sponsorship for the 2016 Race, we welcome your questions and ask you also to join us in our fight against meningitis.

Bacterial meningitis is fatal in around 50 percent of cases if untreated, and accounts for around 170,000 deaths globally each year.

—CoMO Inc
While everyone is at risk of contracting bacterial meningitis, adolescents and young adults have an increased incidence of meningococcal disease compared to the general population, accounting for nearly 15 percent of all US cases annually.

—National Meningitis Association
2016 INTENT TO SPONSOR

Name of Company: _________________________________________________

Street Address: ____________________________________________________

City: ___________________ State: _________ Zip Code: ___________

Contact Person: ____________________________________________________

Day Phone: ( ) ______ - ___________ Fax: ( ) ______ - ___________

Email: ____________________________________________________________

VALUE OF SPONSORSHIP:

1. Cash $___________
2. Gifts in-kind (total retail value) $___________
3. Media (retail value) $___________

TOTAL CONTRIBUTION $___________

SPONSOR’S INFORMATION:

(Print company name exactly as it should appear on all printed materials. Tag lines and slogans excluded.)

* Are you interested in having a Vendor Booth: Yes ☐ No ☐

(Vendor committee will contact you with additional information)

Instructions:

Please sign one (1) copy and mail to:

Sierra’s Race Against Meningitis
Attn: Lisa Krizman
2979 Telluride Place
Loveland, CO 80538

Presenting, Platinum and Gold Level Sponsors – Please send a high resolution logo to:
Shelisak@aol.com

Payment enclosed – make checks payable to Sierra’s Race Against Meningitis.

Your support is sincerely appreciated. 100% of the race proceeds are used to promote meningitis awareness and provide FREE vaccinations for those in need. Donations are tax deductable to the full extent allowed by law. Sierra’s Race Against Meningitis is a non-profit organization and is governed by a Board of Directors.

TERMS AND CONDITIONS:

1. Sierra’s Race Against Meningitis is a non-profit organization with a 501 (c)(3) tax status for tax purposes. The tax identification number is 37-1559699.
2. Sierra’s Race Against Meningitis Race Committee reserves the right to evaluate the value of in-kind contributions.
3. Sierra’s Race Against Meningitis shall not be responsible for damages that result from delays or postponements of the Race due to circumstances beyond its control.