

# SMILIN' RYLEN RUN

FOREVER IN OUR HEARTS

# SPONSORSHIP GUIDE

## ABOUT US

The Smilin' Rylen Run is a race of remembrance, a race of hope and a race of love.

Join us for the 3<sup>rd</sup> annual Smilin' Rylen Run on April 25<sup>th</sup>, 2020 at Cane Island, in Katy, Texas. The event features a 5K run/walk and a Kids K!

Meet our Rylen...

Rylen, who was always Smiling, quickly earned the name Smilin' Rylen.



Rylen earned his angel wings on June 5, 2017, at only 13.5 months old, after a battle with Bacterial Meningitis. Little but Mighty, Rylen did not leave this earth untouched. Thanks to the medical advances in organ donation, Rylen was able to save 5 lives.

Our Mission at The Smilin' Rylen Foundation is to raise awareness about organ donation and to assist families in crisis.

The Cowan Family would like to THANK YOU from the bottom of our hearts for your generous contributions and continued support! Please join us in celebrating his life and the lives of those he saved!

## BENEFICIARIES & 2019 NUMBERS

Proceeds from the Smilin' Rylen Run will be donated to the wonderful organizations that supported our family in the most difficult time in our lives. Since our inaugural year, we have been able to donate over \$74,000 thanks to our generous sponsors, community events and our amazing friends and family supporting us each day!



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## TITLE SPONSOR – LIMIT ONE

- Exclusive naming rights for the event as the Title Sponsor
- Recognition (company name & logo) on all marketing/pre-promotional materials (including but not limited to flyers, rack cards, banners and print ads)
- Prominent logo placement on the back of all participant t-shirts
- Company representative to be named honorary speaker at the event
- Prominent 10x20 location at the Post-Race Party
- Permanent logo inclusion on monthly race newsletters with click through
- Bi-weekly post dedicated post and 1 post-race post via Smilin' Rylene Foundation Facebook page
- Opportunity to place promotional material in race bag
- Dedicated tent space at the Post-Race Party
- 11 complimentary race entries

Sponsorship Fee: \$7,500

## PRESENTING SPONSOR – LIMIT ONE

- Exclusive rights for the event as the Presenting Sponsor
- Recognition (company name & logo) on all marketing/pre-promotional materials (including but not limited to flyers, rack cards, banners and print ads)
- Prominent logo placement on the back of all participant t-shirts
- Prominent 10x10 location at the Post-Race Party
- Permanent logo inclusion on monthly race newsletters with click through
- Monthly dedicated pre-race post page and 1 post-race post via Smilin' Rylene Foundation Facebook page
- Opportunity to place promotional material in race bag
- Dedicated tent space at the Post-Race Party
- 9 complimentary race entries

Sponsorship Fee: \$5,000



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## GOLD SPONSOR -

- Recognition (company name & logo) on all e-marketing/pre-promotional materials.
- Logo placement on the back of all participant t-shirts
- Logo inclusion on monthly race newsletters with click through
- Dedicated post via Smilin' Rylen Foundation Facebook page
- Opportunity to place promotional material in race bag
- Dedicated tent space at the Post-Race Party
- 7 complimentary race entries

Sponsorship Fee: \$3,000

## SILVER SPONSOR -

- Recognition (company name & logo) on e-marketing/pre-promotional materials.
- Logo placement on the back of all participant t-shirts
- Dedicated post via Smilin' Rylen Foundation Facebook page
- Opportunity to place promotional material in race bag
- Dedicated tent space at the Post-Race Party
- 5 complimentary race entries

Sponsorship Fee: \$1,000

## BRONZE SPONSOR -

- Logo placement on the back of all participant t-shirts
- Dedicated post via Smilin' Rylen Foundation Facebook page
- Opportunity to place promotional material in race bag
- Dedicated tent space at the Post-Race Party
- 3 complimentary race entries

Sponsorship Fee: \$500

## FRIENDS OF RYLEN -

- Dedicated post via Smilin' Rylen Foundation Facebook page
- Opportunity to place promotional material in race bag
- Food partners will receive a tent space in the Post-Race Party
- 1 complimentary race entry

Sponsorship Fee: \$250 Donation of Goods/Services (min)



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## SPONSORSHIP FORM

Yes, I would like to be a \_\_\_\_\_ level sponsor

Name of Sponsor/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please make checks payable to:  
The Smilin' Rylen Foundation  
2506 Pepperidge Drive  
Katy, TX 77494

- Payment is included    Please invoice me at the address above  
 Please charge my    Mastercard    Visa    Discover    American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

### Sponsorship Deadline: April 15, 2020

Please check the following if applicable;

\_\_\_\_\_ Bringing my own tent & table

\_\_\_\_\_ I need a tent & table

\_\_\_\_\_ YES \_\_\_\_\_ NO Access to Power

#### IMPORTANT SPONSOR INFORMATION

- Sponsor logos must be submitted in .EPS or .AI format
- Promotional material for race packets **must be received no later than April 11, 2020**

For additional questions, please contact [Smilinrylenfoundation@gmail.com](mailto:Smilinrylenfoundation@gmail.com)

A receipt and a copy of this form will be mailed to you upon request.

The Smilin' Rylen Foundation is a non-profit 501c(3) organization. Your contribution is tax deductible.

