

# SMILIN' RYLEN RUN

FOREVER IN OUR HEARTS

# SPONSORSHIP GUIDE

## ABOUT US

Join us for the 7th annual Smilin' Rylen Run on April 27<sup>th</sup>, 2024, at Cane Island, Katy, Texas. The event features in-person and virtual options for the 5K run/walk and a 1-mile.

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

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

## MEET RYLEN...

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

At 13.5 months old, Rylen earned his angel wings, after a battle with Bacterial Meningitis.

Little and mighty, Rylen did not leave this earth untouched. Thanks to the medical advances in organ donation, Rylen was able to save 5 beautiful lives. Although his time with us was too brief, Rylen's legacy continues to give. Thanks to your generous charitable donations, the Smilin' Rylen Foundation can continue helping families and their children in need.



## BENEFICIARIES & CONTRIBUTIONS

Proceeds from the Smilin' Rylen Run will be donated to the wonderful organizations that supported the Cowan family in the most difficult time of their lives. Since the inaugural year, the Smilin' Rylen Foundation has been able to donate over \$250,000 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** as the Title Sponsor.
- **Company representative to be named honorary speaker at the event.**
- **Top logo placement on ALL race day banners and event signage.**
- 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 **FRONT** of all participant t-shirts
- Dedicated press release announcing the partnership to state-wide media.
- Permanent Logo inclusion (company name & and logo) on monthly e-marketing with click-through/ website.
- Dedicated Bi-weekly Facebook post on Smilin' Rylan Foundation page.
- Opportunity to place promotional material in participant race bags.
- **Prominent 10x20 tent space** in the Post-Race Party

**Sponsorship Fee: \$10,000**

## GOLD SPONSOR -

- Recognition (company name & logo) on all marketing/pre-promotional materials (Including but not limited to flyers, rack cards, banners, and print ads)
- **Exclusive logo placement on ONE of the following items: race bibs, medals, or post-race party.**
- **Recognition (company name & and logo) on event signage in the Start/Finish corral and Post-Race Party**
- Logo placement on the **BACK** of all participant t-shirts
- Logo inclusion (company name & and logo) on monthly e-marketing with click-through/ website.
- Dedicated Facebook post on Smilin' Rylan Foundation page
- Opportunity to place promotional material in participant race bags.
- Dedicated 10x10 tent space in the Post-Race Party

**Sponsorship Fee: \$7,500**

## SILVER SPONSOR -

- Recognition (company name & logo) on all marketing/pre-promotional materials (Including but not limited to flyers, rack cards, banners, and print ads)
- **Mile Marker Sponsor - recognition (company name & and logo) on event signage and dedicated placement at ONE on-course location.**
- Logo placement on the **BACK** of all participant t-shirts
- Logo inclusion (company name & and logo) on monthly e-marketing with click-through/ website.
- Dedicated Facebook post on Smilin' Rylan Foundation page
- Opportunity to place promotional material in participant race bags.
- Dedicated 10x10 tent space in the Post-Race Party

**Sponsorship Fee: \$5,000**



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## BRONZE SPONSOR -

- Recognition (company name & logo) on all marketing/pre-promotional materials (Including but not limited to flyers, rack cards, banners, and print ads)
- **Recognition (company name & logo) on event signage and dedicated placement within Post-Race Party.**
- Logo placement on the **BACK** of all participant t-shirts
- Logo inclusion (company name & and logo) on monthly e-marketing with click-through/ website.
- Dedicated Facebook post on Smilin' Rylene Foundation page
- Opportunity to place promotional material in participant race bags.
- Dedicated 10x10 tent space in the Post-Race Party

**Sponsorship Fee: \$3,500**

## HYDRATION SPONSOR -

- **Recognition (company name & logo) on 'Hydration Station' signage.**
- Logo placement on the **BACK** of all participant t-shirts
- Logo inclusion (company name & and logo) on e-marketing with click-through/ website.
- Dedicated Facebook post on Smilin' Rylene Foundation page
- Opportunity to place promotional material in participant race bags.
- Dedicated 10x10 tent space in the Post-Race Party

**Sponsorship Fee: \$1,000**

## FRIENDS OF RYLEN -

- Logo placement on the back of all participant t-shirts
- Dedicated Facebook post on Smilin' Rylene Foundation page
- Opportunity to place promotional material in participant race bags.
- Dedicated 10x10 tent space in the Post-Race Party

**Sponsorship Fee: \$500 or In-Kind Trade Partner**

\*(In-Kind Partner donation minimum qty of 1000 items of food/beverage ONLY)



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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 11, 2024

Please check the following if applicable.

- \_\_\_\_\_ Bringing my own tent & table.  
\_\_\_\_\_ I WILL NEED a tent & table provided.  
\_\_\_\_\_ I WILL NOT be attending the event this year.  
\_\_\_\_\_ YES, I DO need access to power. \_\_\_\_\_ NO I DO NOT need access to power.

- I would like to add something to the race bag (minimum qty. of 1000)  
Promotional material for race bags **must be received no later than April 11, 2024**

- I have submitted my company logo to [Smilinrylenfoundation@gmail.com](mailto:Smilinrylenfoundation@gmail.com)  
Sponsor logos must be submitted in .EPS or .AI format

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. EIN# 82-2429902. Your contribution is tax-deductible.

