



Dear Prospective Sponsor,

I am excited to announce the inaugural **Cleft Smiles 5k Family Fun Run/Walk!**

Every three minutes, a child is born with a cleft lip or palate, causing life threatening issues. In some places, they are shunned and rejected. In too many cases, their parents cannot afford the surgeries they need to live a productive life. Operation Smile is a pioneer in advocating for the importance of safe surgery in resource poor environments and is the largest surgical charity of its kind. Operation Smile provides free cleft surgeries to children in some of the poorest areas of the world, healing smiles, bringing hope for a better future, and saving children's lives.

As a passionate supporter of Operation Smile, I have teamed up with a group of families and friends of children who have been affected by cleft-related birth defects. We are coordinating a family fun run to raise money for this very worthwhile cause.

To make this event successful, we are in search of sponsors to help with the costs of the event. Please see the enclosed sponsor package brochure for additional information about our cause and the upcoming fun run. Also included is information about various sponsorship opportunities and the benefits to your organization of being a sponsor. Please take some time to review these materials and consider supporting our event to grant smiles to children in need.

If you are interested, we ask that you kindly respond by Friday, January 16, 2015. If you have questions or would like any additional information about sponsorship opportunities, please contact Leah Yeglin, Race Director, at (936) 524-0663 or [cleftsmiles5k@gmail.com](mailto:cleftsmiles5k@gmail.com).

Thank you in advance for your support!

Sincerely,

The Cleft Smiles 5k Team



On Behalf of Operation Smile

**CLEFT SMILES**

5k Family Fun Run/Walk

THE WOODLANDS, TX • MARCH 7, 2015

# Sponsorship Package

## 2015

**"We shall never know all the good that a simple smile can do."**

**–Mother Teresa**



## Who We Are and What We Do

Did you know that approximately one in every 700 children globally is born with a cleft lip or cleft palate? There is no known cause of this birth defect and babies born with clefts have twice the odds of dying before celebrating their first birthday. Children with cleft conditions who survive frequently have difficulty eating, speaking, hearing or breathing properly. In many parts of the world, children with cleft lips and cleft palates are hidden away, too embarrassed to attend school and face uncertain futures because their parents cannot afford to provide the surgery they need. Every child deserves the ability to smile and a chance to thrive. Operation Smile is an international children's medical charity, dedicated to raising awareness of this life-threatening issue and providing lasting solutions that allow children to be healed, regardless of financial standing. In as little as 45 minutes, and for only \$240, an Operation Smile team can change a child's smile – and life – forever.

We are a group of families and friends of children who were born with cleft lips and palates. We have joined together to raise awareness for cleft-related birth defects and to support Operation Smile's mission to mobilize a world of generous hearts to heal children's smiles and transform lives across the globe.

## More About the Cleft Smiles 5k Family Fun Run/Walk

The inaugural **Cleft Smiles 5k Family Fun Run/Walk** will be held on Saturday, March 7, 2015 at Rob Fleming Park. The event will be a family friendly affair consisting of a 5k run/walk which will wind through beautiful nature trails and pass lakes with stunning views. Entertainment will be provided after the run.

The primary goal of the **Cleft Smiles 5k Family Fun Run/Walk** is to raise awareness and financial support for Operation Smile. The secondary goal of the event is to bring together children and families who have been affected by cleft-related conditions.

For the inaugural year, we have set goals to attract 250 participants and to raise \$10,000 for Operations Smile. This will cover surgical costs and bring smiles to over 40 children.



## Corporate Sponsorship

Corporate sponsorships are critical to our event's success. Any sponsorship can be tailored to meet your company's philanthropic and marketing needs. Contact Leah Yeglin, Race Director, at (936) 524-0663 or [cleftsmiles5k@gmail.com](mailto:cleftsmiles5k@gmail.com) if you have questions or would like additional information.

## Beaming Sponsor (Presenting Sponsor)

### Benefits:

- Identification as presenting sponsor: "[Company] Presents Cleft Smiles 5k Family Fun Run"
- Presenting sponsor recognition on all event media: mailers, social media, etc.
- Title logo recognition on [www.cleftsmiles5k.com](http://www.cleftsmiles5k.com)
- Opportunity for booth space at the event
- Exclusive Sponsor Logo on the front of participant t-shirts
- Logo on Start/Finish lines, mile markers, and Thank You banner at the event
- Opportunity for coupon, sample or item placed in swag bags
- Ten complimentary entries

## Smiling Sponsor (Platinum Sponsor)

### Benefits:

- Logo recognition on all event media: mailers, social media, etc.
- Opportunity for booth space at the event
- Logo prominently placed on the back of participant t-shirts
- Logo on Thank You banner at the event
- Opportunity for coupon, sample or item placed in swag bags
- Five complimentary entries



## Grinning Sponsor (Gold Sponsor)

### Benefits:

- Logo recognition on all event media: mailers, social media, etc.
- Sponsor Logo on the back of participant t-shirts
- Logo on Thank You banner at the event
- Opportunity for coupon, sample or item placed in swag bags
- Two complimentary entries

## Smirking Sponsor (Silver Sponsor)

### Benefits:

- Logo recognition on all event media: mailers, social media, etc.
- Sponsor Logo on the back of participant t-shirts
- Opportunity for coupon, sample or item placed in swag bags

## In-kind Sponsor

We are requesting your support in donating products and services that can be used to support, award, and entertain the runners and walkers during this event. In-kind opportunities include:

- Advertising
- Breakfast after the race
- Entertainment
- Folding tables
- Gift certificates and gift packages for race winners or raffle.
- Healthy snacks
- Printing
- Promotional items for swag bags
- Signage
- Water

### Benefits:

- Logo recognition on all event media: mailers, social media, etc.
- Sponsor Logo on the back of participant t-shirts
- Opportunity for coupon, sample or item placed in swag bags



## Donor Pledge Form

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

## Sponsor Categories

- Beaming Sponsor
- Smiling Sponsor
- Grinning Sponsor
- Smirking Sponsor
- In-kind Sponsor – If you are making an in-kind donation, please list it here:

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Please complete application and mail with payment to: Leah Yeglin, 54 Vershire Circle, The Woodlands, TX 77354. Check should be made payable to Cleft Smiles 5k. For more information on sponsorships, please contact Leah Yeglin, Race Director, at (936) 524-0663 or cleftsmiles5k@gmail.com.