



CLEFT SMILES

5k Family Fun Run/Walk

Dear Prospective Sponsor,

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

Every three minutes, a child is born with a cleft lip or palate. 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. 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.

To make the Cleft Smiles 5k Family Fun Run/Walk successful each year, I have teamed up with a group of dedicated volunteers, many of whom have children or friends who have been affected by cleft-related birth defects. We are committed to two goals: raising funds on behalf of Operation Smile and bringing together the community of children and adults who have been affected by this birth defect.

To reach our fundraising goal, we are in search of corporate sponsors to make monetary and/or in-kind donations. In-kind donations ensure that 100% of monetary donations are donated directly to Operation Smile. 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 December 30, 2016. If you have questions or would like any additional information about sponsorship opportunities, please contact me at (936) 524-0663 or cleftsmiles5k@gmail.com.

Thank you in advance for your support!

Sincerely,
Leah Yeglin
Race Director, Cleft Smiles 5k

About the Cleft Smiles 5k Family Fun Run/Walk

The third annual **Cleft Smiles 5k Family Fun Run/Walk** will be held on Saturday, February 4, 2017 at Rob Fleming Park in The Woodlands, Texas. The event will be a family friendly affair consisting of a 5k run/walk on beautiful nature trails, followed by entertainment.

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.

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 third annual event, we hope to attract 1,000 participants and to raise \$35,000 for Operation Smile. Our fundraising goal will bring the Cleft Smiles 5k Family Fun Run/Walk's total contribution to Operation Smile to \$100,000.



Cleft Smiles 5k History

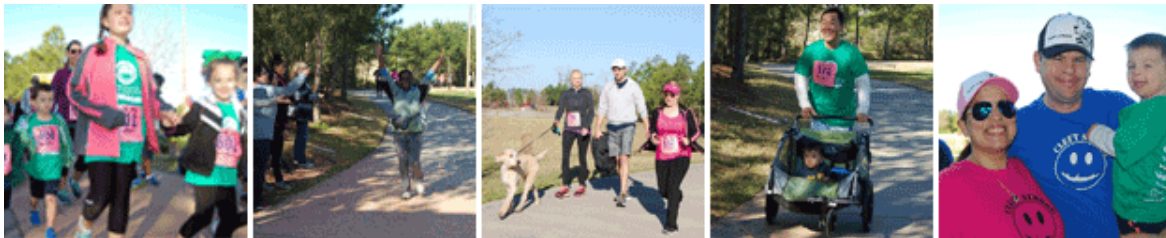
Cleft Smiles began as a grassroots effort in 2014. The event has grown significantly year over year, with approximately 650 runners and walkers participating in 2015 and over 900 participants in 2016. In 2015, the event raised \$30,000 for Operation Smile and in 2016, we raised \$35,000! In total, these funds have been used by to provide surgery for 270 children. Donations were raised from generous corporate sponsorships, private donors, a silent auction, and participant registrations. Due to in-kind sponsorships, we were able to keep expenses low.

Media Exposure

The **Cleft Smiles 5k Family Fun Run/Walk** has received significant media attention, which resulted in exposure for our sponsors. The event was featured on Sports 610 Radio, Fox 26 News, The Woodlands Villager, and the Conroe Courier. Cleft Smiles 5k has a sizeable following on social media, including over 1,000 followers on Facebook, Twitter, and Instagram. Each sponsor is announced and promoted on the Cleft Smiles website and social media.

Activities

Race participants took advantage of a variety of activities for the family following the race! These activities included a photo booth, games, music, bounce houses, face painting, a silent auction, awards, and free Menchie's yogurt! The event was emceed by Michelle Merhar of Fox 26 News.



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 if you have questions or would like additional information.

Beaming Sponsor (Presenting Sponsor)

\$5,000

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
- Opportunity for booth space at the event
- Logo prominently placed on the 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)

\$1,000

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)

\$500

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)

\$250

Benefits:

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

Booth Sponsor

\$100

Benefits:

- Opportunity for booth space at the event

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
- Prizes for race winners
- Healthy snacks
- Printing
- Promotional items for swag bags
- Race insurance policy
- Silent auction items
- Water

Benefits:

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

Donor Pledge Form

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

E-mail _____

Signature _____

Sponsor Categories

- Beaming Sponsor \$5,000
- Smiling Sponsor \$1,000
- Grinning Sponsor \$500
- Smirking Sponsor \$250
- Booth Sponsor \$100
- In-kind Sponsor – If you are making an in-kind donation, please list it here:

Please complete application and email to cleftsmiles5k@gmail.com or mail to: Leah Yeglin, 7 Briervine Court, The Woodlands, Texas 77381. 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.