



# CLEFT SMILES

## 5k Family Fun Run/Walk

Dear Prospective Sponsor,

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

One in every 700 babies is born with a cleft lip or palate. These children experience many challenges throughout their childhood, including feeding and speech issues, bullying, multiple surgeries, and the need for costly dental work and orthodontia. Many families in the Houston area, and around the world, do not have the financial resources to handle these challenges. The Cleft Smiles **5k Family Fun Run/Walk** was founded to bring support to these families.

The mission of the **Cleft Smiles 5k Family Fun Run/Walk** is to raise awareness for cleft-related birth defects, bring together the community of individuals who have been affected by cleft-related conditions, and to raise money to provide medical care to children born with cleft lip or palate who have limited financial resources. I have teamed up with a group of dedicated volunteers who are committed to accomplishing these goals.

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 go directly to providing medical care to underprivileged children born with cleft lip or palate. 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 19, 2018. If you have questions or would like any additional information about sponsorship opportunities, please contact me at (936) 524-0663 or [cleftsmiles5k@gmail.com](mailto:cleftsmiles5k@gmail.com).

Thank you in advance for your support!

Sincerely,

Leah Schulze  
Race Director, Cleft Smiles 5k

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

The fourth annual **Cleft Smiles 5k Family Fun Run/Walk** will be held on Saturday, February 24, 2018 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 a cleft lip and/or cleft palate. We have joined together in an effort to raise awareness for cleft-related birth defects and to bring together the community of individuals who have been affected by cleft-related conditions.

The primary goal of the **Cleft Smiles 5k Family Fun Run/Walk** is to raise money to provide medical care to children born with cleft lip or palate who have limited financial resources. Funds raised at the event will be used to provide medical and dental devices and services to children whose families' insurance policies do not provide sufficient coverage, and who do not have the financial means to cover such expenses. Additionally, funds raised at the Cleft Smiles 5k will be used to help fund an international mission trip, in which children living in an impoverished nation, who were born with a cleft lip or palate will receive lifesaving surgery.

For the fourth annual event, our goal is to attract 1,000 participants and to raise \$35,000.



## Cleft Smiles 5k History

Cleft Smiles began as a grassroots effort in 2014. The event has grown significantly year over year, with over 700 runners and walkers participating, on average, each year. To date, the **Cleft Smiles 5k Family Fun Run/Walk** has raised \$88,000, funding cleft lip or palate surgery for over 360 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 have taken advantage of a variety of activities for the family following the race! In years past, these activities included a photo booth, games, music, bounce houses, face painting, a silent auction, awards, and free Menchie's yogurt! Each year, the event has been 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. Please contact Leah Schulze, 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)

**\$5,000**

#### Benefits:

- Identification as presenting sponsor: “[Company] Presents Cleft Smiles 5k”
- 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
- 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
- Prizes for race winners
- Healthy snacks
- Printing
- Promotional items for swag bags
- 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:

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Please complete application and email to [cleftsmiles5k@gmail.com](mailto:cleftsmiles5k@gmail.com) or mail to: Leah Schulze, 130 S. Hollylaurel Circle, The Woodlands, Texas 77382. Check should be made payable to Cleft Smiles 5k. For more information on sponsorships, please contact Leah Schulze, Race Director, at (936) 524-0663 or [cleftsmiles5k@gmail.com](mailto:cleftsmiles5k@gmail.com).