



October 18, 2017

Dear Potential Sponsor,

Just over two weeks ago, on October 1st in Brambleton, Virginia, nearly 350 two and four-legged athletes raced to **Crush Cancer at Both Ends of the Leash** in the first ever [Two By Four Race Against Childhood & Canine Cancer](#). The race, hosted by the **Canines-N-Kids Foundation** and **Smashing Walnuts Foundation** raised nearly \$16,400, bringing together our Loudoun community and beyond, including runners, the childhood cancer community, dog lovers, families, running clubs, Girl and Cub Scouts, as well as school other community volunteer organizations in a unique one-of-a-kind event. It was such a success, that we are already planning the 2nd Annual Two By Four Race for **Saturday, September 29th, 2018**, again in the beautiful Brambleton Town Center.

We need your help! We are reaching out to businesses in the community to sponsor and support us in the effort to raise awareness and funds for potentially lifesaving cancer research that may one day result in better medicines and a cure for both kids and man's best friend. We are thrilled also that the *Two By Four* is a part of the Race Brambleton series, which year after year attracts a dedicated following of runners and participants from all over our region to its races.

WHO WE ARE: Two local, nationally focused, non-profits located in Loudoun County, Virginia. We have partnered to send a powerful message that collaboration will be the key to cracking cancer -particularly difficult childhood and canine cancers that to date have had limited attention and funding.

[Canines-N-Kids Foundation](#) is dedicated to ending the devastating cancers that develop spontaneously in both kids and dogs (osteosarcoma, certain brain/central nervous system cancers, lymph and blood cancers). We focus on raising awareness of the promise of comparative oncology - studying and treating cancer in man's best friend to better understand and treat cancer in children - and to raising funds for well-directed and constructed translational and clinical research that can help both of these vulnerable populations.

[Smashing Walnuts Foundation](#) is dedicated to finding cures for childhood brain cancers by funding scientific research and clinical trials, as well as raising funds for lobbying and directing resources to develop better treatment protocols. We partner with government organizations, lawmakers, businesses, nonprofits, communities and children who share our goal.

WHAT WE NEED: Sponsors! By sponsoring the **Two By Four Race**, you can make a real impact! Tax-deductible (Tax ID# 81-2768684) sponsorships can accommodate a range of budgets. If a cash sponsorship is not possible, please consider making an in-kind contribution for services, merchandise, a gift card, etc. Your generosity is appreciated and will be acknowledged leading up to and through Race Day! Please review our sponsorship packages and join us in supporting these two amazing Foundations.

WHAT YOUR SPONSORSHIP SUPPORTS: Nearly 16,000 US children and some 6,000,000 four-legged family members develop cancer every year - many of the same types of cancer! For kids, there is precious little funding behind a cure and for man's best friend, the situation is not much better. By bringing together our wider community in this way, we believe we can move the needle. **100% of *Two By Four* net proceeds from the event will go to support** the work of the Canines-N-Kids and Smashing Walnuts Foundations; and **our missions to fight cancer** in our most vulnerable populations - children and our beloved canine companions.

PLEASE BECOME A SPONSOR: Kindly complete and mail the Sponsorship Agreement Form, along with payment payable to **Canines-N-Kids Foundation, 25050 Riding Plaza #130-120 South Riding, VA 20152**. In addition, please email your camera-ready, company logo to TwoByFourRace@gmail.com with your company's full name and the words "Two By Four Sponsor Logo" on the subject line. Thank you for your support. We're looking forward to a fun and successful event! If you have any questions, please contact us at TwoByFourRace@gmail.com.

With sincere thanks,

Your *Two By Four Race* Co-hosts:

Ulrike Szalay, Founder, Executive Director of Canine-N-Kids Foundation
Ellyn Miller, Founder, President of Smashing Walnuts Foundation
and the *Two By Four Race* Steering Committee



Two By Four Race Against Childhood & Canine Cancer

Saturday, September 29th, 2018 (8am-11am)

Brambleton Town Center, 42395 Ryan Rd, Brambleton, VA 20148

SPONSORSHIP PACKAGE

The day's festivities kick off with a competitive 5K run at 8 am, followed by a pet and family friendly Dog Jog & Fun Run at 9 am. An awards ceremony, vendor fair, and kids and pet activities will also be featured.

Please select a Sponsorship Opportunity and be a part of our mission.

Cash Sponsorship Levels

☐ Presenting Sponsors: \$10,000

- Business Category Exclusive for this level
- Top level name and logo on print, digital & media event advertising (brochure, website, t-shirt, poster, course map, community calendar, registration page, etc.)
- Banner display at all pre-event activities (registration, volunteer meetings)
- Inclusion in awards ceremony script
- Signage in Dog Jog and 5K Run registration areas
- Logo placement on event t-shirt
- Twelve (12) 5K Run or Dog Jog/Fun Run entries for company team
- 10x10 Exhibitor Space (no power is available)
- Logo placement in event brochure
- Logo/Link placement on Facebook posts and Email blasts
- Opportunity to place a marketing giveaway in the participant goodie bags (1,000+)

☐ "Gold Ribbon Race" Sponsor: \$5,000

- Logo/Name placement on print, digital & media event advertising whenever possible given time constraints (brochure, website, t-shirt, poster, course map, community calendar, etc.)
- Inclusion in awards ceremony script
- Signage in Dog Jog and 5K Run registration areas
- Logo placement on event t-shirt
- Eight (8) 5K Run or Dog Jog/Fun Run entries for company team
- 10x10 Exhibitor Space (no power is available)
- Logo placement in event brochure
- Logo/Link placement on Facebook posts and Email blasts
- Opportunity to place a marketing giveaway in the participant goodie bags (1,000+)

☐ "Hearts-N-Paws" Sponsor: \$2,000

- Signage in Dog Jog and 5K Run registration areas
- Logo placement on event t-shirt
- Four (4) 5K Run or Dog Jog/Fun Run entries for company team
- 10x10 Exhibitor Space (no power is available)
- Logo placement in event brochure
- Recognition on Facebook posts and Email blasts
- Opportunity to place a marketing giveaway in the participant goodie bags (1,000+)

☐ “Fun Run” Sponsor Level: \$1,000

- **Logo** placement on event t-shirt
- Two (2) 5K Run or Dog Jog/Fun Run entries for company team
- 10x10 Exhibitor Space (no power is available)
- Name placement in event brochure
- Recognition on Facebook post
- Opportunity to place a marketing giveaway in the participant goodie bags (1,000+)

☐ “Mile Marker” OR “Halfway Home” Sponsor Level (4 available) \$500

- Halfway Dog Jog/Fun Run Mile Marker Sign with Logo OR Mile Marker Sign with Logo on 5K course
- 10x10 Exhibitor Space (no power is available)
- Name placement in event brochure
- Recognition on Facebook post
- Opportunity to place a marketing giveaway in the participant goodie bags (1,000+)

☐ “Going the Extra Mile” Sponsor Level: \$300

- Name placement in event brochure
- Recognition on Facebook post
- Opportunity to place a marketing giveaway in the participant goodie bags (1,000+)

In-Kind and Media Sponsorship Levels

☐ “Top Dog” Media or In-Kind Sponsor: *In-Kind/Trade/Product Value of \$3,000 or more*

- Logo placement on event T-shirt
- Website logo with link
- Logo placement in event brochure
- Recognition in email message and Facebook posts related to the event
- Exhibitor space in vendor fair
- Opportunity to place a marketing giveaway in the participant goodie bags
- Ten (10) 5K Run or Dog Jog/Fun Run entries for company team

☐ “Heart of Gold” Media or In-Kind Sponsor: *In-Kind/Trade Value/Product of \$1,500 or more*

- Logo placement in event brochure
- Recognition on Facebook post
- Exhibitor space in vendor fair
- Opportunity to place a marketing giveaway in the participant goodie bags
- Six (6) 5K Run or Dog Jog/Fun Run entries for company team

☐ “Grab-N-Go Runner” Post Race Breakfast Sponsor

- Website logo placement
- Logo placement in event brochure
- Recognition in at least 1 email message related to the event
- Exhibitor space in vendor fair
- Opportunity to place a marketing giveaway in the participant goodie bags
- Six (6) 5K Run or Dog Jog/Fun Run entries for company team

At your earliest convenience, please email signed and completed Sponsor Agreement, company Logo, and Exhibitor Agreement (if applicable) to TwoByFourRace@gmail.com or 25050 Riding Plaza #130-120, South Riding, VA 20152, if mail is preferred. please ensure your company logo is clearly marked with your company’s full name and the words “Two By Four Sponsor Logo” in the Email Subject line. For additional details or to set up a sponsorship meeting or call, please contact Ulrike at TwoByFourRace@gmail.com . Thank you for your consideration of our event!



SPONSORSHIP AGREEMENT FORM

Cash Sponsorship Payment Form

| | | | |
|-----------------------|----|---------------------|--|
| Contact Name & Title: | | Payment Method*: | <input type="checkbox"/> Check <input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Disc (payable to Canines-N-Kids Foundation) |
| Address: | | Cardholder Address: | |
| Telephone: | | Cardholder Name: | |
| Email: | | Credit Card Number: | |
| Business Website URL: | | Expiration Date: | |
| Sponsorship Package: | | Security Code: | |
| Payment Amount: | \$ | Signature: | |

In-Kind and Media Sponsorship Form

| | | | |
|--|--|------------------------|--|
| Contact Name & Title: | | In-Kind Package: | |
| Address: | | Donation Type*: | <input type="checkbox"/> Gift Certificate <input type="checkbox"/> Gift Card <input type="checkbox"/> Merchandise <input type="checkbox"/> Service <input type="checkbox"/> Media <input type="checkbox"/> Other _____ |
| Telephone: | | Retail Value: | \$ |
| Email: | | Pick-up/Delivery Date: | |
| Business Website URL: | | Donation Description: | |
| <i>for Media In-Kind Donations, please complete:</i> | | | |
| Ad Sizes | | Ad Dates | |

| | | | |
|---------------------|---|-------------------|--|
| Ad Color: | <input type="checkbox"/> Color <input type="checkbox"/> B/W | Ad Frequency: | |
| Submit Artwork To:: | | Artwork Deadline: | |

*Please make any expirations 6-12 months from September 29, 2018. Sponsorship checks and forms may be mailed to Ulrike Szalay, **Canines-N-Kids Foundation, 25050 Riding Plaza #130-120, South Riding, VA 20152** or emailed to TwoByFourRace@gmail.com. We will forward a tax donation letter for your records. Thank you for your kindness and generosity!



EXHIBITOR AGREEMENT FORM

If your sponsorship package includes the 10 x 10 exhibitor space, you may arrive as early as 6:00a.m. on September 29th and are asked to be set up, with vehicles removed from the exhibit area, by 7:00 a.m. Drop-Off Parking will be provided near the vendor area. Exhibits will be located outdoors. The Fun Run/Dog Jog and 5K Run is a rain or shine event. Tents are highly recommended for all vendor booths. Please make a note of the following dates and deadlines.

| | | |
|---|---|--|
| Will you exhibit at the event's vendor fair, taking place on September 29 th from 8 a.m. to 11 a.m.? | <input type="checkbox"/> Yes <input type="checkbox"/> No | General description of products and/or services to be sold or promoted: |
| Will you supply 500+ items to be placed in our participant goodie bags (giveaways, coupons, etc.)? | <input type="checkbox"/> Yes <input type="checkbox"/> No | General description of products/samples to be given away to event attendees? |
| Would you like to offer a raffle or other contest at your booth? | <input type="checkbox"/> Yes <input type="checkbox"/> No | If yes, please describe item. |
| Will Your Vehicle have a trailer hitch attached? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Vehicle Make/Model |

Additional Information:

1. Please have the 500+ goodie bag items delivered to Race Organizers by **Wednesday, September 26, 2018**. Contact Ulrike via email at TwoByFourRace@gmail.com to arrange delivery.
2. For raffles or other contests, vendors must provide their own entry forms, draw boxes, and signage.
3. Due to limited space there will be a vendor drop off area from 6-7am on September 29th. Thereafter, all vehicles may be parked at no charge in the Brambleton Town Center Parking Garage, a short walk from the Vendor Area and start/finish lines. If you feel that this will present a problem for you on the day of the event, please explain and we will make every effort to accommodate your needs:
4. There will not be electricity for booths, and there are noise restrictions in the community that limit the ability to supply generated power. Please plan for NO electrical power.
5. Vendors are responsible for supplying their own tables, chairs and tent (if desired) for the 10 x 10 booth space.

In consideration of the Canines-N-Kids Foundation and the Smashing Walnuts Foundation (hereafter known as "the Organizers" of the **Two By Four Race Against Childhood & Canine Cancer** permitting me to participate in this event, I hereby waive, release, and discharge for myself, my heirs, personal representatives, and assigns any and all rights, liability, causes of action and claims that may now or hereafter accrue to me or which I may now or hereafter assert against the the Canines-N-Kids Foundation, Smashing Walnuts Foundation, the Brambleton Town Center, The Brambleton Group and

Brambleton Community Association and any of the sponsors of this event, or the officers, directors, employees, agents, successors, and assigns of any of them for personal injury and/or property damage that I or my property may suffer or sustain as a result of participation in the "Two By Four Race Against Childhood and Canine Cancer" event. I hereby assume all risks of any such injury and damage. In addition, I accept that no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, or affect the display, of other exhibitors. I accept that exhibits that are deemed unsuitable or objectionable may be adjusted or removed and understand that this restriction applies to noise, persons, conduct, printed matter, materials, or anything of a character that might be objectionable to attendees or be contrary to the mission and principles of "the Organizers". I agree that my name and any photographs of me or my work and/or booth may be used for publicity purposes. I agree that I will not assign all or part of my space to any other person, firm or organization without the express permission of the Organizers.

Company Name of Exhibitor: _____

Name of Authorized Person Signing for Exhibitor (Print): _____

Signature of Authorized Person Signing for Exhibitor: _____

Date of Signature: _____