

# 2019 SPONSORSHIP INFORMATION



**Dear Friend,**

Noah's Bandage Project is proud to announce the 4<sup>th</sup> annual **Noah's Crown Town 5K!** This yearly event is the largest fundraiser hosted by NBP and was the catalyst for a \$1,000,000 pledge made to Children's Mercy Hospital to fund pediatric cancer research, right here in Kansas City. We invite you to join us in spreading awareness, funds, and bandages through the mission Noah started.

#### **WHO IS NOAH?**

Noah Wilson was diagnosed with cancer in April of 2014 (when he was only 6 years old), but never let it change his passion to help others. He always had a huge heart and was constantly looking for ways to help people. His love for others did not change even when he was facing a devastating diagnosis. When his treatment began, he found himself getting pokes almost daily. The hospital where he was being treated did not have cool bandages, leaving the children there having to settle for the boring brown ones. Noah saw this as an opportunity to help his fellow patients and decided that he wanted to start collecting cool and fun bandages for his new friends. Noah knew that a bandage is so much more than just a wound cover and wanted to help others see how awesome a cool and fun bandage could be.

To Noah, a bandage is:

- A Badge of Courage – shots and procedures hurt and can very easily bring anxiety to those who have to experience them. A bandage becomes their badge of honor showing others that they overcame something scary. It helps them show off how brave they are!
- An identity – especially on a cancer floor, where kids wear similar hospital gowns, are bald, and end up looking a lot alike, a bandage becomes a way that a child can express themselves and share with others the things they think are cool.
- Fun – Kids battling sickness of any kind need all the fun we can give them!

Noah also learned that when it comes to funding cancer research for kids, there is very little support. In fact, only **4%** of the U.S. national cancer research budget goes to kids...4%!! So, Noah wanted to help in this area too, and takes money that is donated to his project and turns it into grants for pediatric cancer research.

To date, Noah's Bandage Project has collected and distributed over 200,000 boxes of bandages and raised over \$600,000. Through this funding, three research grants have already been provided, with a 4<sup>th</sup> starting this year.

After being victorious in his 14-month long battle against Ewing Sarcoma, Noah contracted a secondary cancer, AML Leukemia on June 29<sup>th</sup>, and passed peacefully on June 30<sup>th</sup>, 2015. The secondary cancer was a side effect of his treatment, which is a direct result of the limited funding children fighting cancer currently receive. Noah lives on through the lives he touched and the mission of his bandage project.

#### **ABOUT THE EVENT:**

Our 4<sup>th</sup> annual race will be held on April 27, 2019 at Corporate Woods in Overland Park, Kansas. With over 6000 participants attending our first three years, we expect this to be a great opportunity for our sponsors to promote while supporting a great cause. We will have Danny Duffy of the KC Royals and many other local celebrities as our special guests.

Your **sponsorship** will not only help offset the costs of organizing such a big event, it will also help give back to Noah's Bandage Project.

Enclosed, you will find sponsorship levels and benefits. We will follow up soon to discuss the possibility of your partnership, in the meantime, please feel free to contact us or simply send your sponsorship gift today.

Thank you in advance for your help! With your generous support, we can help research, develop better treatments and one day even find a cure for pediatric cancer.

Sincerely,

*Noah's Crown Town 5K Team*

[www.noahscrowntown5k.com](http://www.noahscrowntown5k.com)

Please direct questions to: [sponsorship@noahsbp.com](mailto:sponsorship@noahsbp.com)



## Sponsorship Opportunities

Sponsorship Benefits	Crowning \$10,000 (Only One Available)	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Noah's Stars \$500
# of Free Race Entries	15	10	8	6	4	2
<b>Pre-Event</b>						
Logo and link on race website	X	X	X	X	X	Name
Logo in email blasts	X	X	X	X	X	
Logo on race flyer	X	X	X	X		
Social media promotion	X	X	X			
Logo on print advertising	X	X				
<b>Race Day</b>						
Swag Bag Goodies (sponsor provided)	X	X	X	X	X	
Logo on event sponsor banners	X	X	X	X	X	
Logo on t-shirt (proportional to level)	X	X	X	X	X	
Size of display (tent, table and chairs provided by sponsor)	10X20	10X10	10X10	6ft Table (no tent)		
Recognition at opening of race	X	X	X			
Logo along race course	X	X				
Meet & Greet with Celebrities	X	X				
Logo on stamp & repeat	X					
Opportunity to speak at opening of race	X					
Mention in Post Race Thank You Letter	X	X	X	X	X	X



## **In-Kind Donations**

**In addition to the above listed sponsorship levels we are also seeking product and service donations. It is at your discretion to provide the quantity of items or amount of service. Sponsorship benefits will be provided for in-kind donations at the cash equivalent level.**

**Port-a-Potties**

**Tents**

**Tables**

**Generator**

**Golf Carts**

**U-Haul**

**Trash**

**Signage**

**Photographer**

**Caricatures/ Balloon Artist**

**First Place Prizes**

**Water/ Sports Drink**

**Fruit**

**Granola Bars**

**Coffee**

**Bagels**

**T-shirts**



## Sponsorship Commitment Form

Company, Individual, or Family Name: \_\_\_\_\_  
(Please print name as it should be listed in printed materials)

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Yes! I would like to sponsor the 2019 Noah's Crown Town 5K*

___ Crowning Sponsor	\$10,000 (Only One Available)
___ Platinum Sponsor	\$7,500
___ Gold Sponsor	\$5,000
___ Silver Sponsor	\$2,500
___ Bronze Sponsor	\$1,000
___ Noah's Star	\$500
___ In-Kind Donation*	Select sponsorship level equivalent to product/service value

\*In-Kind Donation Description: \_\_\_\_\_

### Noah's Stars and Higher:

- Complimentary race entries may be redeemed once registration opens and are subject to same deadlines as all other race entries. A comp code will be emailed when payment is received. Registration and race details can be found at [www.noahscrowntown5k.com](http://www.noahscrowntown5k.com). Race entries will cap at 2500 racers, be sure to register early.

### Bronze and higher:

- Logo must be emailed to [devan@noahsbp.com](mailto:devan@noahsbp.com) in **JPG or PNG** format in order to appear on the race website.
- Swag Bag Items must be coordinated with Devan Collins via [devan@noahsbp.com](mailto:devan@noahsbp.com) by **April 12, 2019**. We anticipate 2500 racers.
- Logo must be emailed to [devan@noahsbp.com](mailto:devan@noahsbp.com) in **Vector** format by **March 15, 2019** in order to appear on t-shirt

### Silver and higher:

- Logo must be emailed to [devan@noahsbp.com](mailto:devan@noahsbp.com) in **Vector** format by **January 25, 2019** in order to appear on race flyer.
- Sponsors who wish to have a booth/tent at the event must reserve a space with the Race Day Coordinator Devan Collins [devan@noahsbp.com](mailto:devan@noahsbp.com) by **March 15, 2019**.

### Platinum and Higher:

- Meet and greet with celebrities are limited to 5 people. Arrangements must be made with Scott Wilson [scott@noahsbp.com](mailto:scott@noahsbp.com) by **April 12, 2019** in order to participate.

### Crowning

- Details about speaking at opening ceremony must be arranged with Scott Wilson [scott@noahsbp.com](mailto:scott@noahsbp.com) by **April 12, 2019**.

**Please mail this form and donation to:**

**Noah's Bandage Project** (make checks payable)  
**119 N Parker St, Suite 110**  
**Olathe, KS 66061**

Please direct questions to: [sponsorship@noahsbp.com](mailto:sponsorship@noahsbp.com)