



April 1, 2019

Dear potential sponsor:

The Miracle Match Marathon, Waco's oldest marathon, was first run in the fall of 2004. Started by a group of Waco Professional Fire Fighters, the purpose has always been to support patients needing a "Miracle Match" to cure for their life-threatening blood disease, like leukemia, aplastic anemia or lymphoma.

The proceeds from the marathon are used to increase the number of potential marrow or stem cell donors on the Be The Match[®] registry. Every person added to the registry increases the possibility of patients with blood disorders around the globe finding their miracle matched donor for a transplant. This is accomplished by continually educating our community about marrow and stem cell transplants and signing up more registry members.

Miracle Match Marathon funds support the Be The Match Registry by increasing registration, awareness and education about Be The Match in Texas. Proceeds from past years have enabled thousands of Texans to join the registry which have resulted in hundreds of "Miracle Matches" being made – many right here in Waco!

We invite you to be part of this life-saving mission by being a sponsor of this year's Miracle Match Marathon. Information on sponsorship opportunities are enclosed in this letter. Please give one of us a call if you have any questions about how your sponsorship could help increase the number of committed donors on the Be The Match Registry.

Sincerely,

Nancy
Nancy Goodnight,
Race Director

Debbie
Debbie Mabry,
Race Administrator



Miracle Match Marathon Sponsorship Opportunities

Title Sponsor

\$25,000 (one sponsorship available)

1. Reference to Miracle Match Marathon preceded by your company name on all media. Front and foremost logo or company name on all promotions including: TV, radio, print ads, PSA's, press releases, fliers, posters, race applications. Speaking opportunity on stage and starting race.
2. Logo or name on finisher ribbons
3. Top tier Logo on FRONT of shirt
4. Hyperlink to your website and PRIMARY, frequent and strong mention on MMM social media
5. Top tier location on race banners Start/Finish line race day.
6. Complementary booth at the race Expo and at the Start/Finish line race day.
7. 10 entries to the race of your choice and VIP space at finish line for 20 guests

Five Alarm Presenting Sponsor

\$10,000 (one sponsorship available)

1. Named as presenting sponsor of MMM
2. Second tier logo and/or company name on all promotions including: TV, radio, print ads, PSA's, press releases, fliers & posters
3. Hyperlink to your website and frequent mention on social media
4. Second tier location of race banner at Start/Finish line race day
5. Complementary booth at the race Expo and at the Start/Finish line race day.
6. 6 entries to the race of your choice and VIP space at finish line for 10 guests

Four Alarm Sponsor

\$5,000

1. Second tier logo and/or company name on t-shirts
2. Hyperlink to your website and frequent mention on MMM social media
3. Second tier location of race banner at Start/Finish line race day
4. Complementary booth at the race Expo and at the Start/Finish line race day.
5. 4 entries to the race of your choice and VIP space at finish line for 5 guests

Three Alarm Sponsor

\$2,500

1. Third tier logo and/or company name on t-shirts
2. Hyperlink to your website and frequent mention on MMM social media
3. Third tier location of race banner at Start/Finish line race day
4. Complementary booth at the race Expo.
5. 3 entries to the race of your choice

Two Alarm Sponsor

\$1,000

1. Fourth tier logo and/or company name on t-shirts
2. Hyperlink to your website and frequent mention on MMM social media
3. Fourth tier location of race banner at Start/Finish line race day
4. Complementary booth at the race Expo.
5. 2 entries to the race of your choice

One Alarm Sponsor

\$500

1. Fourth tier name only on t-shirts
2. Hyperlink to your website and frequent mention on MMM social media

Friend of Miracle Match

\$250

1. Name and thank you on our website and presence on our social media

**All payments must be received in full by January 1 to secure sponsorship
and to receive stated benefits.**



Sponsorship Reply Form

Miracle Match Marathon

Waco, Texas

Sponsorship Level: _____

Company Name: _____

Contact Person: _____

Contact Person's email address: _____

Contact Person's phone number: _____

Please email your logo (highest resolution possible) as soon as possible but no later than **January 1st**. Submitting in one of the following formats would be appreciated, if possible, and will produce the best resolution for printed and projected imaging: png, gif, pd, vector.

Please remit payment by check to:

Miracle Match Marathon
11210 Whiterock
Temple, TX 76502

For credit card form, email Debbie Mabry at miraclematchmarathon2017@yahoo.com

For more information about sponsorships, please contact:

Nancy Goodnight, Race Director, rockbridgerunner@gmail.com, 254-405-2518
Debbie Mabry, Race Administrator, miraclematchmarathon2017@yahoo.com, 254-760-9311

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The Miracle Match Marathon supports the Be The Match Registry in Texas. Proceeds from the marathon are used to increase awareness and education about the Be The Match registry, marrow or stem cell donation and how patients needing a life-saving transplant can find their miracle match.