



Barbara Gordon
Leukemia Bone Marrow Race For Awareness, Inc.



August 29th, 2016

Dear Community Relations Coordinator:

We are inviting your Company to be a sponsor of the 9th Annual Barbara Gordon Leukemia Bone Marrow (BGLBMA) Race for Awareness 5K Run/Walk on Saturday, November 5th, 2016 at the Larry and Penny Thompson Park, West Kendall, 12541 SW 184 Street Miami FL 33196. The race starts at 8 a.m. and the event culminates with presentation.

We are excited about the success of this annual event. The location provides many advertising opportunities for sponsor tents and displays, product sampling, signage along the route and in the main pavilion area. The event is well attended, and since 2008, we have seen over 2,000 runners and walkers and other members of the South Florida community who enjoy the event each year.

BGLBMA is the brainchild of Barbara Gordon, a leukemia survivor for over twenty five years. The organization's primary objectives are to educate the South Florida community about leukemia, its symptoms and treatment, and to provide opportunities for enlisting bone marrow donors. Our weekly walking club encourages overall year-round fitness, and our presence at local health fairs enlists new bone marrow donors. To date, BGLBMA has succeeded in adding over 3000 registrants to the Be The Match registry and has also recruited several hundred new bone marrow donors.

The Kiwanis Club of Pinecrest/Palmetto Bay is continuing its partnership with BGLBMA to raise awareness of the need for more bone marrow donations to provide life-saving transplants and hope for a cure for leukemia patients. The annual Race for Awareness is our major fundraiser for the year and allows the organization to carry out its mission.

Your sponsorship will help us to reach more people, and therefore increase the number of bone marrow donors, ultimately saving lives. You will also have an opportunity to showcase your products and services to the local community.

Attached are the sponsorship levels available. Please complete the attached commitment form and indicate your level of support. Then email the completed form to bglbma@outlook.com, fax 305-517-3981, or send by regular mail. You may participate through sponsorship and/or donations.

If you have questions or need additional information please contact us at 305-517-3981. We will be happy to discuss the most appropriate level for your needs.

We look forward to your support of the BGLBMA Race for Awareness.

Sincerely,

Race Administration Committee

13727 SW 152 Street #287, Miami FL 33187 Tel: 305-517-3981



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SPONSORSHIP LEVELS AND BENEFITS

2016 BGLBMA 5K RUN/WALK

Except for the presenting sponsor, all sponsor levels are non-exclusive

Premier Sponsor - \$2,500

- Company Logo and designation as a Premier Sponsor featured in event materials including the event website, advertisements, press releases, event t-shirt.
- Opportunity for sponsors to display 4 company banners at turn around point on the race route and in pavilion areas.
- Opportunity to include giveaway items or collateral information in Race goody bags **
- 10x10 corporate tent in prestigious location on Race Day.
- Company presentation at event and public address announcements from stage.
- Opportunity for 10 company representatives to participate in the race as walkers or runners.

Family Fun Day Sponsor - \$1,400

- Company Logo and designation as a Family Fun Day Sponsor featured in event materials including the cover of race entry forms, event website, advertisements, press releases, event t-shirt.
- Opportunity to display 2 company banners for at turn around point on the race route and pavilion areas for Fun Day activities.
- Opportunity to include giveaway items or collateral information in Race goody bags **
- 10x10 corporate tent in prestigious location on Race Day.
- Public address announcements from stage.
- Opportunity for 5 company representatives to participate in the race as walkers or runners.

Route Sponsor - \$700

- Company Logo and designation as a Route Sponsor featured in event materials including the cover of race entry forms, event website, advertisements, press releases.
- Opportunity to display 1 company banner at pavilion area.
- Opportunity to include giveaway items or collateral information in Race goody bags **
- 10x10 corporate tent in prestigious location on Race Day.
- Public address announcements from the stage
- Opportunity for 3 company representatives to participate in the race as walkers or runners.

Water Station Sponsor - \$350

- Company Logo featured at www.bgordonbonemarrow.org
- Opportunity to include giveaway items or collateral information in Race goody bags**
- 10x10 corporate tent in prestigious location on Race Day.
- Public address announcements from stage.
- Opportunity for 2 company representative to participate in the race as walkers or runners.

Exhibitors- \$200

- Opportunity to provide sample product at Race in shared sampling tent.
- Ability to staff tent and have representative on-site
- public address announcements from stage on Race Day

* All products or collateral materials must be pre-approved by Race Administration Committee.

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YES! I want to support the Barbara Gordon Leukemia Bone Marrow Miami Race for Awareness, scheduled for Saturday November 5th, 2016 at Larry & Penny Thompson Park, Miami, Florida.

Sponsorship Level

Name:.....

Title:.....

Company:.....

Mailing Address:.....

.....

Phone (w).....

Phone (cell).....

Fax:.....

E-Mail:.....

Premier:..... \$2,500

Family Fun Day..... \$1,400

Route Sponsor..... \$ 700

Water Station Sponsor..... \$ 350

Exhibitor:..... \$ 200

Donation..... \$ _____

Check(s) payable to:

Barbara Gordon Leukemia Bone Marrow Awareness, Inc.
 13727 SW 152 Street #287, Miami, FL 33187
 Email: bglbma@outlook.com

Presenting Sponsor:
Kiwaniis of Pinecrest/Palmetto Bay



Signature:.....

To secure your sponsorship level for the Race for Awareness, please fax this form to 305-517-3981:

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BGLBMA 8th Annual Race for Awareness, 5K Run/Walk

November 05, 2016

Benefits to Sponsor

The leukemia race/walk provides sponsors with an opportunity to build awareness of their products and services in local South Florida communities; and to build rapport among their employees by encouraging them to participate as a team.

- West Kendall Baptist can use this event to inform the community about its health and wellness programs.
- West Kendall Baptist has the opportunity to assist a worthy cause by directly helping persons stricken with leukemia and ultimately saving more lives.
- West Kendall Baptist can create a positive image with members of the community, showing itself as a corporation that cares.
- Employees of West Kendall Baptist can create a team of runners/walkers and come out to exercise and interact socially with each other.
- Employees of West Kendall Baptist can be informed, and assist in informing, the community about leukemia and other blood diseases, and how they might be of help.

BGLBMA's Accomplishments

- Attracted over 3000 runners and walkers to the event over the years.
- Encouraged over 3000 persons at health fairs and other events to register as bone marrow donors with the Be The Match registry.
- Educated the community by making presentations at churches, clubs and colleges.
- Provided opportunities for high school students to obtain community service hours, through our partnership with the Kiwanis Clubs.
- Made donations to assist persons suffering from blood diseases with medical expenses.

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Board of Directors

Barbara Gordon - Founder and President

Stricken with leukemia for 25 years, Barbara did not receive a bone marrow transplant but has controlled the disease with medication. She is keenly aware that for many persons with the disease, a marrow transplant is the only hope for survival, and that finding matching marrow donors is very difficult. She founded the organization to address the shortage of bone marrow donors.

Steffon Josey – Vice-President

Steffon is a community focused citizen having served on the Board of several community organizations for the past 20 years including The Kingdom Vision Project, where he serves as Executive Director. He is a local Pastor with responsibility for Pastoral Care and Community Outreach at IHOP Miami Ministries.

Margie Robinson - Treasurer

A retired realtor who is interested in community service, Margie is very active in the local service community. She volunteers with several local charities such Chapman Partnership (homeless shelters.) With the BGLBMA, Margie is an active member of the Board helping to set policy and plan events.

Dr. Yvonne Parchment - Director

Dr. Parchment is a Professor in the Nicole Wertheim College of Nursing and Health Sciences at Florida International University (FIU). She provides up-to-date medical information on leukemia and other blood diseases.

Joseph James - Director

Joseph is a realtor and the owner of Hibiscus International Realty Corporation. He is involved in community service and an active Board member of BGLBMA since 2009, helping to set policy and plan events.

Joy Schaaffe –Director

Joy is a Certified Business Coach and Consultant, Lead Faculty of the Goldman Sachs 10,000 Small Businesses Program at Miami Dade College and owner of Top Shelf Business Solutions, Inc. She enjoys assisting with the mission of the BGLBMA.