2020

Lights for Life Neon 5K

SPONSORSHIP PACKET
Our Mission
National Foundation for Transplants exists to save lives by removing financial barriers that delay or prevent transplantation.

Our History
Since 1983, National Foundation for Transplants has offered hope to transplant patients who are fighting for their lives. Over the past 37 years, we have generated more than $82 million, which has allowed us to serve more than 4,000 patients, programs and partners annually.

Our Focus
- Providing financial assistance, fundraising consultation and advocacy for low-to-moderate income patients in need of an organ or tissue transplant
- Serving as a program resource for transplant social workers, caregivers, community programs and healthcare professionals
- Promoting organ and tissue donation and advocating for healthcare equality and fair access to transplant treatment
- Supporting innovative research and solutions for lifesaving transplant treatment and care

Our impact
We help support patients, their families and communities nationwide.

- We generated more than $82M in revenue to combat financial needs of transplant patients nationwide.
- We distributed more than $3M in financial assistance to transplant patients in 2017.
- We paid more than $1M in medical expenses in 2017.
- We paid $336,734 in insurance premiums preventing transplant patients from losing insurance coverage.
- We helped more than 4,000 individuals and community partners gain access to various sources of funding in 2017.
- We provided $259,330 in pharmaceutical assistance in 2017.
About the Race

Remembering Organ Donors
Lights for Life Neon 5K is a night glow run where we remember and honor organ donors and their families and celebrate life given to organ recipients. Throughout the race, we use black to symbolize the lives lost and light to represent life given. Organ recipients, donor families, and transplant physicians, healthcare professionals and general supporters wear painted fluorescent masks to signify that organ donors are heroes. As walkers enter the “black light zones” along the course route, their masks, necklaces and capes glow to send an inspiring and powerful message that the gift of life has passed on to another.

Celebrating Organ Recipients
After the race, it’s an all-out celebration of life! Everything shines! From cups and spoons to fun-filled family activities and live music. The postrace celebration is a time of reflection. Organ recipients are joined with donor families who by their choice alone granted them the gift of life. Together, they honor the donors by celebrating their “new” life. Recipients are reminded that the organ they received was a gift, so live their second chance at life better than their first.

Advocating for Organ Donation
National Foundation for Transplants recognizes there is an immense organ shortage in the U.S.. Although there are more than 660,000 people in end-stage renal failure, there are only 113,000 on the current waiting list and at the end of 2019 just over 36,000 transplants were performed. Beyond honoring organ donors and celebrating life with transplant recipients, Lights for Life provides a space to educate attendees who have not chosen to be an organ donor. At the race, there is a living donor booth to learn more about living donation and a DMV organ registry station. We believe, without increasing the organ supply, we are incapable of reducing the organ demand.

Becoming an Event Sponsor
There are three ways to become a sponsor. Email your sponsorship commitment form to neon5k@transplants.org, sign-up online at transplants.org/events, or mail your commitment form to:
National Foundation for Transplants
5350 Poplar Avenue, Suite 850
Memphis, TN 38119

The deadline to have commitment forms submitted is March 20th. Payments are due March 27th.
SPONSORSHIP OPPORTUNITIES

Speaker Sponsor $150,000
Meet, greet and dine with celebrity speaker at an exclusive VIP dinner and cocktail.
- Naming Opportunity
- Selection of Celebrity Speaker
- 8 tickets to exclusive VIP dinner and cocktail with speaker
- Seating with Celebrity at Host party table
- Personal photo with Celebrity
- Autographed memorabilia
- Company branding at VIP dinner and cocktail
- 10 race entries

Presenting Sponsor $50,000
National PBS recognition and 5K branding opportunity
- One-year PBS sponsor recognition (estimated 60 million viewers) following Information Matrix hosted by Laurence Fishburne
- Customized banner displayed at the 5K event
- Recognition in Lights for Life Neon 5k press release
- Company logo on official race shirt
- Company logo with link on official race website
- 25 race entries

Pharmacy Sponsor $25,000
Medicare Part D compliance and MTM opportunity
- Sponsor booth at event where pharmacy can provide appropriate Medication Therapy Management services to the community
- Promotional ad included in event program book
- Promotional material included in race packet
- 15 race entries

Donor Family Sponsor $10,000
Donor Family Recognition Opportunity:
- Establish (1) Legacy Tree memorial fund in donor’s name
- Special acknowledgment on donor family race shirts
- 4 photo signs of organ donor displayed on course
- 20 race entries

Second Chance Sponsor $7,500
Provides support to transplant recipient:
- 5 scholarships to offset post-transplant care
- 5 grants towards post-transplant immunosuppressants
- 15 race entries

Life Line Sponsor $5,000
- EMT booth sponsor sign with company logo
- Facebook Live Interview at Race
- Speaking opportunity at event (3-5 minutes)
- Customized banner
- Logo on official race shirt
- Company logo with link on official race website
- 15 complimentary race entries

Big Heart Sponsor $3,000
- Health screening booth sponsor sign with company logo
- Logo on official race shirt
- Company logo with link on official race website
- Mile marker sign
- Inclusion on all race promotional materials
- Promotional material included in race packet
- Sponsor’s booth day of race
- 10 complimentary race entries

HOPE Sponsor $1,500
- Signage with company logo
- Logo on official race shirt
- Company logo with link on official race website
- Mile marker sign
- Inclusion on all race promotional materials
- Promotional material included in race packet
- Exhibit booth day of race
- 5 complimentary race entries

Transplant Partner Sponsor $500
- Company name on official race shirt
- Company logo with link on official race website
- Promotional material included in race packet

OTHER SPONSOR OPPORTUNITIES

Timing Sponsor $1,500
- signage at timing booth

T-Shirt Sponsor $1,000
- logo on sleeve of race-day t-shirt

Food & Beverage Sponsor $750
- signage at food & beverage station

Celebration Sponsor $400
- signage at celebration

Mile Marker Sponsor $300
- logo on all mile markers

Hydration Station Sponsor $200
- signage at all water stations

Bib Sponsor $150
- logo on all participant bibs

Award Sponsor $100
- logo on award winner certificates
April 3, 2020
registration opens @ 5:30pm
race starts @ 7:00pm

EVENT DETAILS

Registration Fee
$30 per person before March 20th
$35 after March 20th and at the race
$15 Children 9 and under

Entry Includes
- Race Shirt
- Registration Fee
- Food & Beverage
- Live Band
- Glow Games
- Face painting

Day of Event
5:30pm  Packet Pick Up and Registration Opens
6:00pm  Face Painting Opens
6:30pm  Live Band
6:45pm  Registration Ends
6:50pm  Runners make their way to starting line
6:50pm  Sponsor Recognition & Event Remarks
6:55pm  Why We Remember?
7:00pm  Last minute race instructions
7:05m  Race Begins
7:30pm  Game Truck Opens
        Food & Beverage Opens
        Glow Games Open
8:00pm  Awards Ceremony

Activities
- Glow Bowl
- Glow-n-Dark Game Truck
- Neon Hopscotch
- Black Light Selfie Booth
- Glow-n-Dark Face Painting
- HOPE-in-One (putting green)
- Human Tic-Tac-Glow
- Horseshoe Toss
Lights 4 Life\nFriday, April 3, 2020\nMEMPHIS, TENNESSEE\nGlow Face Painting\nGlow Necklaces\nLive Music\nBBQ and Beverages\nScenic Course through East Memphis

Friday, April 3, 2020 7:00 pm
Ridgeway Center
1000 Ridgeway Loop
(at Ridgeway Loop and Briarcrest)

2020 Sponsorship Opportunities at transplants.org/events

2019 Lights for Life Neon 5k
Event Sponsors

ACCESS
Data Network Solutions Inc.
Communication is the key to our success
www.accessdni.com

David & Toni Evans
Cole Conway

FLEET FEET
Sports
Sponsorship Commitment Form

1. Sign-up online @ transplants.org/events
2. email neon5k@transplants.org
3. Mail to: National Foundation for Transplants
   5350 Poplar Avenue, Suite 850 | Memphis, TN  38119
   Submit by March 20th

Sponsor Information

Company or Individual Name:

Address:

City: State: Zip:

Phone: Fax:

Contact Person: Email:

Signature Authorization:

Sponsor Opportunities (select sponsor level below)

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<tr>
<th>General Sponsorships</th>
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Payment (make checks payable to National Foundation for Transplants 5K)

Card Type: ☐ Visa ☐ MC ☐ AMX ☐ DSC ☐ Check

Company Name: Name on Card:

Card #: Exp. Date:

Address: City, ST  Zip:

Signature: ________________________________ Date__________________________
Thank You!

For more information contact:
Stephanie Brookshaw
W: 901-680-5669
F: 901.684.1128
neon5k@transplants.org