

Halo House is dedicated to easing the stress and suffering of leukemia, lymphoma, and myeloma patients by providing fully furnished apartments while they are undergoing cancer treatment at Houston's Texas Medical Center. By offering families a safe, comfortable and affordable “home away from home” Halo House eliminates financial barriers to care, and ensures that more people will have access to life-saving treatment in Houston.

For just \$20 a day, patients find a much needed home at Halo House. More than just a safe place to stay, Halo House provides guests with some meals, shuttle tokens, and a personal volunteer Ambassador who welcomes each guest and supports them throughout their stay.

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## **HALO HOUSE 5K**

On Saturday, May 7, 2016, runners and walkers from all over Houston will take part in the 2<sup>nd</sup> annual Halo House 5K. The race will begin at 7:30am, taking place inside the 610 Loop in the Allen Parkway or Memorial Drive area. Our pre and post-race will feature entertainment, food and beverage for all participants and much more!

## **OUR GOALS**

100% of your sponsorship dollars go directly to the Halo House Foundation to help fund the new Halo House facilities. The new Halo House will be approximately 24,000 square feet and will include:

- ♥ 22 fully furnished apartments, each with their own kitchen so patients with compromised immune systems can control their environment
- ♥ A community room with a library for social and education gatherings
- ♥ A chapel for reflection and meditation
- ♥ A small fitness center so patients and caregivers can stay active and still be nearby if an emergency arises
- ♥ A laundry facility
- ♥ Large covered patio
- ♥ Abundant peaceful “green space”

## **THE NEED**

- ♥ The National Cancer Institute estimates that about 150,000 men, women, and children would be diagnosed with leukemia, lymphoma, or myeloma in 2015, and the number is increasing yearly.
- ♥ In 2014, more than 127,000 people- nearly one-third of them new patients – sought care at the MD Anderson Cancer Center alone, compared to 96,000 in 2012.
- ♥ MD Anderson has the largest practice of leukemia subspecialists in the world.
- ♥ A recent Harvard University study suggested that more than 62% of all personal bankruptcies are caused by overwhelming medical expenses, even though 60% of those had health insurance.
- ♥ Treatment for blood cancers often requires patients to live in Houston 4 to 6 months.

## HOW YOU CAN HELP

We are seeking monetary sponsorships to help the Halo House Foundation build their dream facilities. Please join us in our journey to make a difference in the lives of patients and families in need.

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# SPONSORSHIP LEVELS

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## PRESENTING SPONSOR (LIMIT ONE)

- ♥ Exclusive naming rights for the event to be named after the Presenting Sponsor.
- ♥ Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- ♥ Top logo placement on all start/finish line and additional race day banners.
- ♥ Company representative to be named honorary announcer of the event.
- ♥ Logo on the FRONT of all race participant and volunteer t-shirts.
- ♥ Dedicated Press Release announcing the partnership to state-wide media.
- ♥ Prominent logo placement with website click through on race & Halo House website.
- ♥ Permanent logo inclusion on monthly race & Halo House newsletters (Distribution: 5,000)
- ♥ Exposure through social media campaign (Facebook and Twitter).
- ♥ Opportunity to provide a promotional item or flyer in participant race bags.
- ♥ Dedicated tent space at event post-race party
- ♥ 20 complementary race entries

**SPONSORSHIP FEE: \$25,000**

## GOLD SPONSORSHIP (LIMIT TWO)

- ♥ Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- ♥ Logo placement on all start/finish line and additional race day banners.
- ♥ Logo on the BACK of all race participant and volunteer t-shirts.
- ♥ Logo placement with website click through on race website.
- ♥ Logo inclusion on monthly race & Halo House newsletters (Distribution: 5,000).
- ♥ Exposure through social media campaign (Facebook and Twitter).
- ♥ Opportunity to provide a promotional item or flyer in participant race bags.
- ♥ Dedicated tent space at event post-race party
- ♥ 10 complementary race entries

## **SPONSORSHIP FEE: \$15,000**

### **SILVER SPONSORSHIP**

- ♥ Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- ♥ Logo placement in finish line corral.
- ♥ Logo on the BACK of all race participant and volunteer t-shirts.
- ♥ Logo placement with website click through on race website.
- ♥ Logo inclusion on monthly race newsletters (Distribution: 5,000).
- ♥ Exposure through social media campaign (Facebook and Twitter).
- ♥ Option to host a packet pick-up at your place of business.
- ♥ Opportunity to provide a promotional item or flyer in participant race bags.
- ♥ Dedicated tent space at event post-race party
- ♥ 5 complementary race entries

## **SPONSORSHIP FEE: \$10,000**

### **BRONZE SPONSORSHIP**

- ♥ Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- ♥ Logo on the BACK of all race participant and volunteer t-shirts.
- ♥ Logo placement with website click through on race website.
- ♥ Logo inclusion on monthly race newsletters (Distribution: 5,000).
- ♥ Exposure through social media campaign (Facebook and Twitter).
- ♥ Opportunity to provide a promotional item or flyer in participant race bags.
- ♥ Dedicated tent space at event post-race party
- ♥ 3 complementary race entries

## **SPONSORSHIP FEE: \$5,000**

### **HYDRATION SPONSOR (limit three)**

- ♥ Logo on the BACK of all volunteer t-shirts
- ♥ Company Signage at Water Stations.
- ♥ Logo placement with website click through on race website.
- ♥ Logo inclusion on monthly race newsletters (Distribution: 5,000).
- ♥ Exposure through social media campaign (Facebook and Twitter).
- ♥ Opportunity to provide a promotional item or flyer in participant race bags.
- ♥ Dedicated tent space at event post-race party

## **SPONSORSHIP FEE: \$1,500**

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## ADDITIONAL SPONSOR OPPORTUNITIES

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### PACKET PICK-UP SPONSOR (limit three)

- ♥ Host a packet pick-up at your place of business.
- ♥ Logo placement with website click through on race website.
- ♥ Logo inclusion on monthly race newsletters (Distribution: 5,000).
- ♥ Exposure through social media campaign (Facebook and Twitter).

**SPONSORSHIP FEE: \$500**

### VALUE IN-KIND SPONSOR

- ♥ Company recognition on event website.
- ♥ Logo on the BACK of all participant t-shirts.
- ♥ Logo placement with website click through on race website.
- ♥ Logo inclusion on (2) race newsletters (Distribution: 5,000).
- ♥ Exposure through social media campaign (Facebook and Twitter).
- ♥ Opportunity to provide a promotional item or flyer in participant race bags.
- ♥ Dedicated tent space at event post-race party

**SPONSORSHIP FEE: \$250 PLUS SERVICE/GOODS TRADE**

## COMMITMENT FORM

Yes, I am ready to make a difference and become a partner of the 2016 Halo House 5K!

Please check your commitment level:

- Presenting Sponsor: \$25,000
- Gold Sponsor: \$15,000
- Silver Sponsor: \$10,000
- Bronze Sponsor: \$5,000
- Hydration Sponsor: \$1,500
- Packet Pick-up Sponsor: \$500
- Value In-Kind Sponsor: \$250

Name of Sponsor/Company: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**\*Please make checks payable to Halo House Foundation\***

Payment is included    Please invoice me at the address above

Please charge my    Mastercard    Visa    Discover    American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Sponsorship Deadline: April 15, 2016**