## PARTNERSHIP OPPORTUNITIES

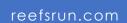
#### BE A PART OF SOMETHING SPECIAL

### 7<sup>th</sup> Annual Reef's Run for Hydrocephalus Awareness Sunday, September 8, 2024

Sarah Woldt & Kimberly Riddle

Race Directors – Reef's Run Hydrocephalus Awareness 1165 Kulow Street South Lake Tahoe, CA 96150 (661)312-2685 – Sarah (310)561-6590 - Kimberly











- Normal Pressure Hydrocephalus (NPH) is an abnormal accumulation of cerebrospinal fluid (CSF) that causes the ventricles in the brain to become enlarged, sometimes with little or no increase in intracranial pressure (ICP).
- 40,000 hydrocephalus operations are performed annually. That's one every
   15 minutes.
- The medical costs of treating hydrocephalus are over \$1 billion per year, yet the National Institutes of Health (NIH) invest less than \$1 million per year in hydrocephalus treatment.
- Hydrocephalus is the most common reason for brain surgery in children.
- 1,000,000+ Americans live with Hydrocephalus

HYDROCEPHALUS AWARENESS

- 1-2 in 1,000 infants are born with Hydrocephalus
- 1 in 100 seniors develop normal pressure hydrocephalus, which is often confused with Alzheimer's
- 1 in 10 dementia patients have normal pressure hydrocephalus, but may never be diagnosed
- NPH is often misdiagnosed as Alzheimer's or Parkinson's because of the triad of symptoms: mild dementia, impaired bladder control, gait disturbance.
- The primary treatment uses a device developed fifty years ago that has one
  of the highest failure rates of any surgical treatment.
- Hydrocephalus can only be treated with BRAIN SURGERY, and there is currently NO CURE.
- September is Hydrocephalus Awareness Month
- 60% of children with hydrocephalus will not be independent as adults
- It really IS brain surgery, but it shouldn't have to be.



## HERO SPONSOR \$5,000

#### Name + Logo Opportunities

- Sponsor name mentioned in Radio Spots (pending agreement with local media partners)
- Name, logo, and thank you on ReefsRun.com with a direct link to the Sponsor's website.
- Name, logo, and company info, with a direct link to the Sponsor's website, on the Event Page.
- Logo included in all printed media (pending agreement with local media partners).
- Logo on all event-related promotional materials including invitations, flyers, and e-mails.
- Sponsor name included in all press releases.

- Opportunity for an informational table presence.
- Logo placement on Event Banner.
- Logo placement on Event Brochure.
- Logo placement on Reef's Run T-shirts.
- Logo placement on 5 individual route banners and 2+ group route banners.
- Recognition as a sponsor on Event Thank You signage.
- On Stage recognition as a Sponsor during the event via one announcement.
- 8 free registrations for the current year's Reef's Run.

#### Name + Logo Opportunities

- Name, logo, and thank you on ReefsRun.com with a direct link to the Sponsor's website.
- Name, logo, and company info, with a direct link to the Sponsor's website, on the Event Page.
- Logo included in all printed media (pending agreement with local media partners).
- Logo on all event-related promotional materials including invitations, flyers, and e-mails.
- Sponsor name included in all press releases.

- Opportunity for an informational table presence.
- Logo placement on Event Banner.
- Logo placement on Event Brochure.
- Logo placement on Reef's Run T-shirts.
- Logo placement on 3 individual route banners and 1+ group route banners.
- Recognition as a sponsor on Event Thank You signage.
- On Stage recognition as a Sponsor during the event via one announcement.
- 4 free registrations for the current year's Reef's Run.



## STAR SPONSOR \$1,000

#### Name + Logo Opportunities

- Name, logo, and thank you on ReefsRun.com with a direct link to the Sponsor's website.
- Name and logo with a direct link to the Sponsor's website, on the Event Page.
- Logo included in all printed media (pending agreement with local media partners).
- Logo on all event-related promotional materials including invitations, flyers, and e-mails.
- Sponsor name included in all press releases.

- Opportunity for an informational table presence.
- Logo placement on Event Banner.
- Logo placement on Event Brochure.
- Logo placement on Reef's Run T-shirts.
- Logo placement on 1 individual route banner.
- Recognition as a sponsor on Event Thank You signage.
- On Stage recognition as a Sponsor during the event via one announcement.
- 2 free registrations for the current year's Reef's Run.

#### Name + Logo Opportunities

- Logo on ReefsRun.com with a direct link to the Sponsor's website.
- Logo and name with a direct link to the Sponsor's website, on the Event Page.
- Logo on all event-related promotional materials including invitations, flyers, and e-mails.
- Sponsor name included in all press releases.

- Logo placement on Event Banner.
- Logo placement on Event Brochure.
- Logo placement on Reef's Run T-shirts.
- Logo placement on 1 group route banner.
- Recognition as a sponsor on Event Thank You signage.
- On Stage recognition as a Sponsor during the event via one announcement.
- 1 free registrations for the current year's Reef's Run.



# FRIEND SPONSOR \$250

#### Name + Logo Opportunities

- Logo on ReefsRun.com (not linked).
- Logo and name on the Event Sponsor Page (not linked).
- Logo on all event-related e-mails.
- Sponsor name included in all press releases.

- Logo placement on Event Banner.
- Logo placement on Event Brochure.
- Recognition as a sponsor on Event Thank You signage.
- On Stage recognition as a Sponsor during the event via one announcement.



Hero Sponsor - \$5,000

Star Sponsor - \$1,000

Friend Sponsor - \$250

Card #

Supporter Sponsor - \$500

Champion Sponsor - \$2,500

#### AS A PARTNER, WHERE DOES YOUR MONEY GO?

Net proceeds will be donated to the Hydrocephalus Association and/or other charitable foundations actively searching for a cure for hydrocephalus, other nonprofits that have set up programs to help families in need, and directly to families in need on a word-of-mouth basis. Approximately 5% is spent on administration. We pledge to be good stewards of the funds invested in our mission.

#### PARTNER INFORMATION

☑ Yes! We will partner in the 2024 Reef's Run

	Please e-mail your log	o in PNG, JPG, or JPE	G format to Sarah Woldt at <u>I</u>	Reefrun@gmail.com
Company N	ame			
Contact				
Mailing Addr	ess			
City			State	Zip Code
Phone		E-mail		
Signature				Date

Check enclosed (payable to Reef's Race for a Cure Foundation)

Please charge the following credit card number in the amount of \$

Exp

PAYMENT METHOD

3-digit code

ZIP