



12th Annual

Race For Grace

April 6, 2019

Presented by C•Harper Auto Group

Dear Potential Donor,

The 12th annual **Race For Grace**, benefitting the **Reflections Of Grace Foundation**, is scheduled for Saturday, April 6, 2019 at Norwin High School in North Huntingdon, PA. We are asking for your support by becoming a corporate sponsor of the event or by donating a gift in-kind, e.g., a door prize, a silent auction item, etc.

Your company's help is needed to reach our fundraising goal of \$160,000 for this year's **Race For Grace**.

Enclosed is a sponsorship form that explains the tiers in greater detail. Sponsorships vary in dollar amounts, with corresponding acknowledgements and attractive promotional opportunities for each tier.

The 11th annual **Race For Grace** was a tremendous success. Thanks to the support of corporate sponsors like C•Harper Auto Group, Giant Eagle Specialty Pharmacy, Federal Home Loan Bank of Pittsburgh, Dollar Bank, Target, and The Pittsburgh Steelers, we were able to raise over \$156,000 while attracting 3,000 participants. We are very proud to share that, with last year's achievement, all 11 Races combined have collectively raised over \$1.16 million.

The **Race For Grace** and its beneficiary Foundation are named after Grace Elizabeth Ekis, our 5-year-old daughter, who lost her courageous 13-month battle with a rare cancerous brain tumor on Valentine's Day 2008. Grace's cancer was a diffuse intrinsic pontine glioma (DIPG), a tumor of the brainstem for which there is no known cure and there have been no advances in treatment options for more than 35 years.

As its mission, the **Reflections Of Grace Foundation** is dedicated to:

- Providing financial, emotional, and educational support for children and their families affected by pediatric brain cancer.
- Raising awareness of all types of pediatric brain tumors, with a particular focus on DIPGs, or Brainstem Gliomas.
- Joining with other like-minded organizations in funding the search for a cure for all pediatric brain cancers.

To date, the **Reflections Of Grace Foundation** has given \$555,000 to 386 families of children battling brain cancer across the country. Additionally, the Foundation has awarded \$350,000 to fund crucial research grants through the DIPG Collaborative, with the intent of someday discovering a cure.

If you have any questions regarding the **Race For Grace** or your donation, please contact our Sponsorship Committee Chair, Tricia Mahlstedt, at 412-496-1310 or patricia@reflectionsofgrace.org.

You may also find more information about the Foundation on our web site, www.reflectionsofgrace.org.

Thank you in advance for your generous support of and genuine care for our cause.

Sincerely,

Tamara Ekis, President and Grace's Mom

Brian Ekis, Vice President and Grace's Dad



Reflections Of Grace Foundation

P.O. Box 298 Irwin, PA 15642 • www.reflectionsofgrace.org



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 Sponsorship Opportunities	Presenting sponsor	Registration sponsor	Area sponsor	Gold sponsor	Silver sponsor	Bronze sponsor	Gray Ribbon sponsor
	\$15,000 Monetary Donation	\$3,500 Monetary Donation	\$2,500 Monetary Donation	\$1,000 Monetary Donation	\$500 Monetary Donation	\$250 Monetary Donation	\$100 Monetary Donation
Company name and logo identified as Presenting Sponsor in title of event	✓						
Logo featured prominently on event registration forms (approximately 2,000)	✓						
Frequent public address acknowledgment of Company support at start line	✓						
Company representative to serve as honorary Race Marshal at event	✓						
Logo featured prominently on front and back of approximately 2,500 t-shirts	✓						
Company name listed on event registration forms (approximately 2,000) & online registration platform		✓					
Expo booth* at both pre-race bag distribution nights (provided by and staffed by Company)		✓					
Identifying banner/Expo booth* at applicable location on race day (booth provided by and staffed by Company)	✓	✓	✓				
Special recognition on all mass email distributions to race participants (approximately 2,500)	✓	✓	✓				
Rights to use the event and official event artwork for Company's promotional purposes (subject to approval by ROG)	✓	✓	✓				
Choose from one of the following to sponsor: Auctions, Awards, Children's Activities, Concession, or 1 Mile Walk			✓				
Logo featured prominently on event signage, including race banner	✓	✓	✓	✓			
Logo featured prominently on back of approximately 2,500 t-shirts		✓	✓	✓			
Special recognition on Reflections Of Grace Foundation Facebook and Twitter page postings promoting the event (approximately 3,100 followers)	✓	✓	✓	✓			
Company name featured on event signage, including race banner					✓		
Company name listed on back of approximately 2,500 t-shirts					✓		
Complimentary registrations, including t-shirts	10	7	7	5	3	2	
Company marketing materials distributed to all event participants via race bags (approximately 2,300)	✓	✓	✓	✓	✓	✓	✓
Listed as Sponsor with link to Company website from Foundation website	✓	✓	✓	✓	✓	✓	✓
Listed as Sponsor on race program	✓	✓	✓	✓	✓	✓	✓

*Selling of merchandise/services is prohibited. May promote merchandise/services and provide children's game or activity.



Gift In-Kind Donations (product or service)

Race For Grace welcomes the opportunity to discuss ways to offset the costs of goods and services via in-kind donations. In-kind gifts are donations of goods or services that are budget-relieving and/or add to the experience of the event participants. Examples include: ad space, printing, t-shirts, signage, etc. Let us know if you have an idea!

Sponsorship Benefits:

- In-kind value is based on the budgeted amount for the good/service. In-kind sponsors receive benefits above in line with that value.
- In-kind donations not budgeted for will be given sponsorship benefits equal to 50 percent of the value of the good/service donated.
- Please note that gift in-kind donations received after the print deadline (March 6, 2019) may be utilized for another Foundation event in the future.



Reflections Of Grace Foundation is an IRS 501(c)(3) nonprofit organization, donations to which are tax deductible to the fullest extent of the law. The official registration and financial information of Reflections Of Grace Foundation, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800) 732-0999. Registration does not imply endorsement.

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Sponsorship Form

Please return form & payment to:
P.O. Box 298 Irwin, PA 15642

Deadline for printed materials:
March 6, 2019

Please make checks payable to:
Reflections Of Grace Foundation
Federal Tax ID #26-3943927

Company or Individual Name:

Address:

City:

State:

Zip:

Contact Name:

Contact Email:

Contact Phone Number:

Website:

Sponsorship Tiers:

- Platinum (Presenting Sponsor) --- \$5,000 Monetary Donation **✓ fulfilled**
- Registration Sponsor --- \$3,500 Monetary Donation
- Area Sponsor --- \$2,500 Monetary Donation --- (Area Selected: _____)
- Gold --- \$1,000 Monetary Donation
- Silver --- \$500 Monetary Donation
- Bronze --- \$250 Monetary Donation
- Gray Ribbon --- \$100 Monetary Donation
- Gift In-Kind Donation --- (Value \$ _____) *Value subject to Race Committee's approval

Please describe the product or service donated:

Please indicate preferred delivery method:

Total Amount Enclosed: \$

*For Committee Use Only

Committee Contact: _____

Date Received: _____

Acknowledgment: _____

Thank you very much for contributing!
Your generosity is greatly appreciated.



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