

17TH ANNUAL



# 2024

## Race Sponsorship Opportunities



### IF ONLY WE KNEW...

To honor Sierra Marie Krizman, who passed away on April 10, 2007, of Bacterial Meningitis, we will be hosting our **17th Annual 5K Run/Walk**. The race will be held on Saturday, June 15th, 2024, at Foundations Church, in Loveland, Colorado.

Watching Sierra go from a healthy, energetic, beautiful 20 year-old, to being on a ventilator and fighting for her life, all within 24 hours, only later to find out that she had died from a vaccine-preventable disease was absolutely heartbreaking. Bacterial Meningitis is a fatal disease that can affect **anyone**. Although, we can't change what happened to Sierra, and all of the other victims of this devastating disease, we can try to prevent this horrible tragedy from happening to anyone else. 100% of the race proceeds are used to promote meningitis awareness and provide **FREE** meningitis vaccinations for those in need.

**...PLEASE PROTECT YOUR LOVED ONES**

[WWW.SIERRASRACEAGAINSTMENINGITIS.COM](http://WWW.SIERRASRACEAGAINSTMENINGITIS.COM) • 970.310.9103 • [SHELISAK@AOL.COM](mailto:SHELISAK@AOL.COM)

## WHAT IS BACTERIAL MENINGITIS?

Meningococcal meningitis, a form of meningococcal disease, is a serious bacterial infection. Unlike viral meningitis, it can potentially kill an otherwise healthy young person within **24 hours** after the first symptoms appear.

- **Up to 1 in 10 people who get this disease die from it.**
- Up to 1 in 5 survivors are left with serious medical problems, including:
  - Amputation of arms, legs, fingers & toes
  - Brain damage
  - Deafness
  - Kidney damage

—Voices of Meningitis



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## Sierra's Race Against Meningitis Sponsorship Opportunities and Marketing Partnerships

### WHEN IS THE RACE AND HOW MANY PEOPLE PARTICIPATING?

Sierra's Race Against Meningitis 17th Annual Race takes place on **June 15<sup>th</sup>, 2024**, at Foundations Church in Loveland, CO. The 5K (3.1 mile) Run/Walk and Kids Fun Run attract **hundreds** of participants and volunteers, who unite to support those who have been affected by this devastating disease. The runners and walkers include; all age groups, meningitis survivors, large and small corporations and everyone in between.

### WHAT IS THE SPONSOR EXPERIENCE?

Sierra's Race Against Meningitis is much more than just a **5K Run/Walk**; it's an experience that impacts lives. The participants are not just running/walking to save lives, they have an opportunity to visit many sponsor booths with food and beverage samples, various businesses promoting their services, and access to meningitis awareness information.

### HOW ARE THE RACE PROCEEDS DISTRIBUTED AND HOW DOES THE RACE HELP PEOPLE IN COLORADO?

**100%** of the proceeds generated by Sierra's Race are used to promote meningitis awareness and provide **FREE** vaccinations for those in need. It is our hope that through sponsorships and donations, Sierra's Race Against Meningitis, can continue to provide awareness throughout Colorado. We are humbled and extremely honored that Sierra's Race has become one of the largest 5K's in Colorado! In the past 16 years, we are grateful to have helped sponsor more than **\$898,000** towards **FREE** Vaccinations at various clinics, where over **7,525** people have received their life-saving meningitis vaccine!



The most effective way to protect you and your child against certain types of bacterial meningitis is to **complete** the recommended vaccine schedule.

—Centers for Disease Control

**HERE ARE A FEW  
ACCOMPLISHMENTS  
THAT SIERRA'S RACE  
WAS PROUD TO BE A  
PART OF:**

- Partnered with Meningitis Angels to create a **Senate Resolution** recognizing Meningitis Awareness Day in Colorado, to be held on **April 30<sup>th</sup>** every year, in memory of **Sierra Krizman** and Meningitis Angels across Colorado.
- Brought **World Meningitis Day** Events to Colorado with a proclamation and recognition signed by the **Governor**.
- Participated in local Center for Disease & Control hearings and press conferences on infant meningococcal disease encouraging the CDC to recommend infant **meningococcal vaccines** to protect infants from this deadly disease that took Sierra's life.
- Collaborated with the **National Association of School Nurses**, by participating in the "*Voices of Meningitis*" educational campaign to help raise awareness about the disease, and to encourage families to ask their school nurse or health-care provider about meningitis prevention.

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## 2024 Sierra's Race Against Meningitis Great Exposure for Your Company

Sponsoring Sierra's Race Against Meningitis will not only provide your company great exposure, but more importantly recognize your company as a business that supports its community. Here are a few things our past sponsors have shared with us as benefits of sponsoring Sierra's Race:

- **Consumers have a more positive image of a company associated with a good cause**
- **Generate community good will**
- **Build awareness and equity for brand names or corporate identities**
- **Access to a targeted and captive audience of consumers**
- **Drive sales at retail outlets due to product knowledge from Race marketing and sponsor experience**
- **Cross-promotion and networking with other sponsors**
- **Media coverage**
- **Sierra's Race Against Meningitis website exposure**



**"We've proudly donated our massage services on race day since 2008. For us, Sierra's Race isn't about the exposure or new patients it generates for our business each year. Sierra worked for Scott Family Health for two years. During that time, she always had a smile on her face, a kind word for every one of our patients, and a servant's heart. We support Sierra's Race because it's a great way for us to honor her memory and give back to our community."**

**—Scott Family Health**



## SIERRA'S RACE DEMOGRAPHICS:

- FEMALE: 62%
- MALE: 38%
- RUNNERS: 56%
- WALKERS: 44%
- 49% OF TOTAL PARTICIPANTS BETWEEN AGES 19-40

2024

## Traditional Sponsorship Packages

If you have been involved with Sierra's Race Against Meningitis in the past, we would like to thank you for your support and invite you to partner with us again in 2024. If you are considering a sponsorship for the 2024 Race, we welcome your questions and ask you also to join us in our fight against meningitis.



Bacterial meningitis is fatal in around 50 percent of cases if untreated, and accounts for around **170,000** deaths globally each year.

—CoMO Inc

## SPONSORSHIP BENEFITS 2024

	Presenting Sponsor \$5,000+	Diamond Sponsor \$2,500+	Platinum Sponsor \$1,000+	Gold Sponsor \$500+	Silver Sponsor \$250+
Logo on 1100 Bib Numbers <sup>1</sup>	•				
10 x 10 space in Vendor Area (staffed by sponsor)	•	•	•	•	•
Recognition & Link on website (March 2024-March 2025)	Prominent Logo	Large Logo	Medium Logo	Small Logo	Name
Banner prominently displayed (provided by sponsor, 3' x 8' MAX)	•	•	•	•	
Mention of company name throughout event	•	•	•		
Logo Recognition and link in at least one Email Blast	•	•	•		
Recognition throughout the race course (Yard Signs)	All Signs	•	•		
Recognition on Race Registration Brochure <sup>2</sup>	Prominent Logo	Large Logo	Medium Logo	Small Logo	
Recognition on Race Posters <sup>3</sup>	Logo				
Recognition on 900+ Race T-Shirts <sup>4</sup>	Prominent Logo	Large Logo	Medium Logo	Small Logo	

For inclusion in marketing materials based upon commitment level please refer to important dates below:

- 1 March 20th, 2024
- 2 April 3rd, 2024
- 3 April 3rd, 2024
- 4 April 16th, 2024

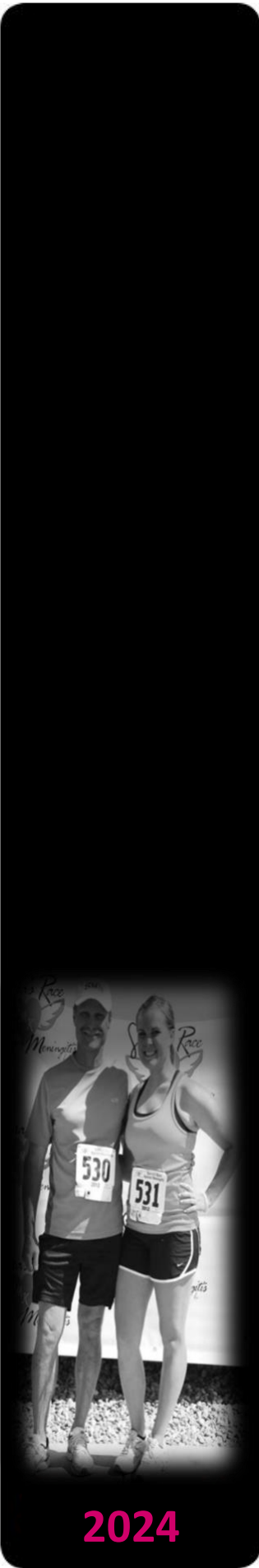
Note: Media Sponsors will receive Platinum Sponsor benefits.

Note: Contributions of in-kind goods/services will be acknowledged at 50% of their retail value



While everyone is at risk of contracting bacterial meningitis, adolescents and young adults have an increased incidence of meningococcal disease compared to the general population, accounting for nearly 15 percent of all US cases annually.

—National Meningitis Association



## 2024 INTENT TO SPONSOR

Name of Company: \_\_\_\_\_

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

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

Contact Person: \_\_\_\_\_

Day Phone: \_\_\_\_\_

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

### VALUE OF SPONSORSHIP:

1. Cash \$ \_\_\_\_\_

2. Gifts in-kind (total retail value) \$ \_\_\_\_\_

3. Media (retail value) \$ \_\_\_\_\_

**TOTAL CONTRIBUTION** \$ \_\_\_\_\_

**SPONSOR'S INFORMATION:** \_\_\_\_\_

(Print company name exactly as it should appear on all printed materials. Tag lines and slogans excluded.)

• Are you interested in having a **Vendor Booth**: Yes ☐ No ☐

(Vendor committee will contact you with additional information)

### Instructions:

Please sign one (1) copy and mail to address below or email to [Shelisak@aol.com](mailto:Shelisak@aol.com)

Sierra's Race Against Meningitis

Attn: Lisa Krizman

2979 Telluride Place

Loveland, CO 80538

**Presenting, Diamond, Platinum and Gold Level Sponsors** – Please send a high-resolution logo to: [Shelisak@aol.com](mailto:Shelisak@aol.com)

**Payment enclosed – make checks payable to Sierra's Race Against Meningitis.**

Your support is sincerely appreciated. **100%** of the race proceeds are used to promote meningitis awareness and provide FREE vaccinations for those in need. Donations are tax deductible to the full extent allowed by law. Sierra's Race Against Meningitis is a non-profit organization and is governed by a Board of Directors.

### TERMS AND CONDITIONS:

1. Sierra's Race Against Meningitis is a non-profit organization with a 501 (c)(3) tax status for tax purposes. The tax identification number is 37-1559699.
2. Sierra's Race Against Meningitis Race Committee reserves the right to evaluate the value of in-kind contributions.
3. Sierra's Race Against Meningitis shall not be responsible for damages that result from delays or postponements of the Race due to circumstances beyond its control.

Printed Name and Title

Signature of Authorized Sponsor Representative