



SPONSORSHIP OPPORTUNITIES

Over the past eight years, The Blue Shoe Run for Prostate Cancer has attracted thousands of participants seeking to support their fathers, brothers, husbands or friends who have been diagnosed with prostate cancer.

Prostate cancer impacts all of us. In fact, it's the most commonly diagnosed cancer in Colorado.

The Blue Shoe Run is the only prostate cancer-focused run/walk in the Rocky Mountain region. You are invited to join The Urology Center of Colorado (TUCC) Foundation in support of the eighth annual Blue Shoe Run for Prostate Cancer on **September 8, 2018**.

Since 2010, more than \$725,000 has been raised from The Blue Shoe Run in support of TUCC Foundation's efforts to improve local prostate cancer screening, community education and research programs. We have partnered with the American Cancer Society to fund various prostate cancer research programs, and have donated \$76,000 to the Albert Einstein College of Medicine for the study of metastatic prostate cancer.

TUCC Foundation is a nonprofit, 501 (c)(3) organization, dedicated to advancing urologic care in the Rocky Mountain region through advocacy, research, education and support. Your tax-deductible support of The Blue Shoe Run is appreciated.



There are a variety of ways you or your company can support **The Blue Shoe Run** in 2018:

1

VOLUNTEER OPPORTUNITIES

TheBlueShoeRun.com/Volunteers

- › As an individual or a group on the day of event

2

RUN/WALK CORPORATE TEAM RECRUITMENT

TheBlueShoeRun.com/Team

- › A minimum of 10 people make up one team (adult registration \$35-\$50)
- › Individual or team fundraising encouraged

3

BLUE SHOE SNOOZERS TEAM

TheBlueShoeRun.com/Snoozers

- › Live out of the area or just want to sleep in?
- › Have colleagues or friends out of the area who want to participate?
- › Join the Blue Shoe Snoozers team!

4

DONATIONS

TheBlueShoeRun.com

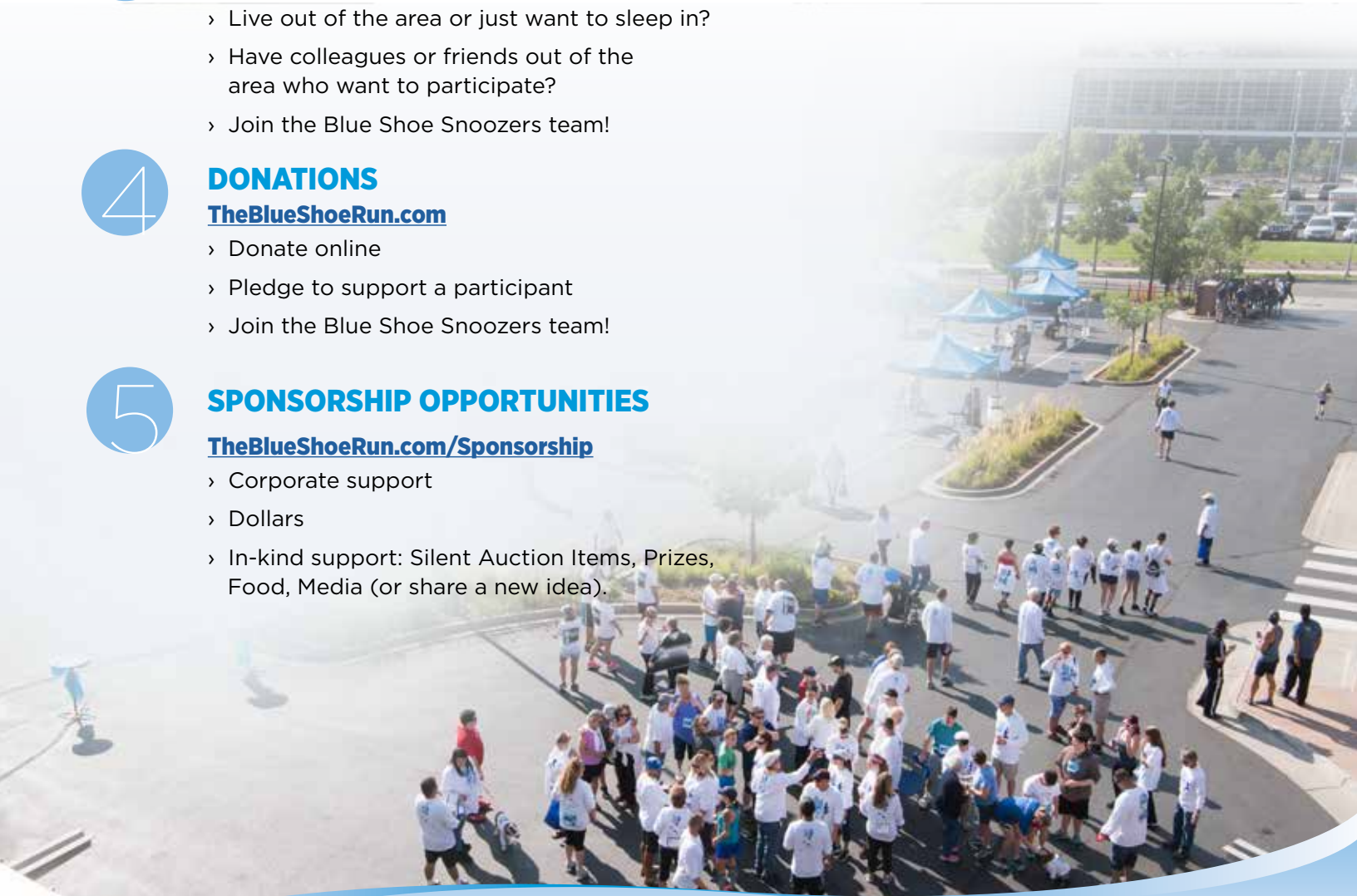
- › Donate online
- › Pledge to support a participant
- › Join the Blue Shoe Snoozers team!

5

SPONSORSHIP OPPORTUNITIES

TheBlueShoeRun.com/Sponsorship

- › Corporate support
- › Dollars
- › In-kind support: Silent Auction Items, Prizes, Food, Media (or share a new idea).



2018 Blue Shoe Run Sponsorship Opportunities



\$25,000 › The Blue Shoe

- › Signature sponsor
- › Prominent and exclusive logo placement on TheBlueShoeRun.com
- › Exclusive, first tier logo display on race t-shirts
- › Prominent company logo placement on all marketing materials
- › Exclusive company logo placement on 5k survivorship bibs
- › Company logo on social media through the following year
- › Logo display on all silent auction materials/sites
- › Exclusive company banner placement on the event main stage
- › Recognition on all race media including: social media, online advertising, website, radio, etc.
- › Prominent 10' x 10' exhibitors booth placement at the post-race party
- › Engraving rights for award winners medals
- › 15 complimentary race registrations

\$10,000 › The Blue Mile

- › Sponsor of the of Healing Garden
- › Second tier logo display on race t-shirts
- › Company logo placement on all printed marketing materials
- › Recognition in race social media efforts
- › Prominent 10'x10' exhibitors booth placement at post-race party
- › 6 complimentary race registrations

\$7,500 › The Blue Sox

- › Sponsor of the finish line water station
- › Second tier logo display on race t-shirts
- › Company banner placement at race start or finish line
- › Company logo placement on all printed marketing materials
- › 10' x 10' company exhibitors booth at the post-race party
- › 2 complimentary race registrations

\$5,000 › The Blue Note

- › Sponsor of one of the route band location
- › Third tier logo display on race t-shirts
- › Company logo placement on all printed marketing materials
- › 10' x 10' company display booth at the post-race party

\$3,000 › The Blue Ribbon

- › Official sponsor of finish line water station
- › Company banner placement at race start line or race finish line
- › 10' x 10' company display booth at the post-race party

\$2,500 › Uptown Blues

- › Company banner placement at race start line or race finish line
- › 10' x 10' company display booth at the post-race party

\$1,000 › Downtown Blues

- › Company banner placement at race start line or race finish line
- › 10' x 10' company exhibitors booth at the post event party

\$500 › Blue Skies

- › 10' x 10' company exhibitors booth at the post-race party

\$250 › Blue Knights

- › Company banner at the start or finish line

Please contact Martha Ruschival, TUCC Foundation executive director, for more information about these sponsorship opportunities. We appreciate your support of our work to stomp out prostate cancer!

- › TUCC Foundation's Tax ID # is 26-2151171.
- › Checks should be made payable to The Urology Center of Colorado Foundation.
- › An electronic donation can be submitted at www.tucc.com/foundation.
- › Sponsorship funds are due by August 1, 2018 for the first three sponsorship levels. Payment for the remaining sponsorship levels is due by August 15, 2018.
- › Banners must be on site at TUCC by September 1, 2018.

Please send a signed copy of this agreement along with print-ready logo art (Illustrator or EPS versions ONLY sent electronically) if level appropriate to:

The Urology Center of Colorado Foundation
Attn: Martha Ruschival, RN, BSN
2777 Mile High Stadium Circle
Denver, Colorado 80211
office 303-762-7160
cell 303-910-2233
fax 303-433-2001
mruschival@tucc.com

LETTER OF AGREEMENT

Please check intended sponsorship(s) opportunities:

Financial support

In-kind donation

Team

Volunteers

Donor level and Amount: _____

I am confirming our agreement of sponsorship for the above mentioned event. The Urology Center of Colorado Foundation wishes to form this sponsorship agreement with you to clarify terms and conditions of the sponsorship. As per this agreement, TUCC Foundation will accept the sponsorship funds of _____ in return for sponsorship level sponsor options for this event outlined on pages 3 or 4 of this document.

Event date: 9.8.2018

Funds payment due by: 8.1.2018

Please contact Martha Ruschival to discuss further details of the agreement (303-910-2233). Signature upon this document indicates agreement.

Please forward to Martha via email at mruschival@tucc.com or fax 303-433-2001.

Approved by:

Signature

Date

Company Name and Address

Signer Contact Phone #

Fax #

Email Address

IN-KIND DONATION FORM

Name of Merchant or Donor

Title

How do you want the company name to appear in print?

Address

City

State

Zip

Phone

Fax

Email

Item(s) Description

Retail Value of Item(s)

Is donation being delivered or do we need to arrange a pick-up?

Date and time item available

Signature

Date

**Thank you for supporting TUCC Foundation and The Blue Shoe Run
for Prostate Cancer through your generous donation!**

Please return your completed form to:
TUCC Foundation, Attn: Martha Ruschival
2777 Mile High Stadium Circle Denver, CO 80211

-- OR --

mruschival@tucc.com

*For TUCC Foundation use only

Solicitor: _____

Date item(s) received: _____

Date thank you sent to donor: _____

Item used as (giveaway, prize, supplies, award): _____