



# DR. MARNIE ROSE

• F O U N D A T I O N •

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December 2019

Dear Friends and Loyal Supporters:

The Dr. Marnie Rose Foundation is excited to share with our most-valued supporters that our 18<sup>th</sup> Annual Run for the Rose on Sunday, March 29, 2020, is moving to a new home!! We are finalizing the details and will notify you shortly of our location. Our hope is to maintain our indoors post-race party. The safety and comfort of our patients and participants remain our primary considerations as we plan for the future. Please email [info@runfortherose](mailto:info@runfortherose) with any questions!

Our mission to fund the research that will lead to the cure for brain cancer remains the same. Our amazing coterie of volunteers, donors, family, and friends have enabled us to donate more than **\$6.5 million** to The University of Texas MD Anderson Cancer Center, Children's Memorial Hermann Hospital, and McGovern Medical School at UTHealth Houston.

The monies raised by our Run for the Rose will continue to start and expand clinical trials, develop new drugs or combinations of drugs, and expedite promising treatments from the laboratory to the patient. Our funds remain in Houston and are used immediately to enhance patient care. Brain cancer patients do not have the luxury of time. Researchers receive immediate funding rather than waiting months or years for federal support. Our funds are considered "seed money." Every \$1 donated generates on average \$5 - \$10 in federal funding and grant support.

In addition to the funding for innovative brain cancer research, your generosity through the years also has enabled the creation and continuation of the Supportive Medicine Program, the development of the Delta-24 adenovirus (also known as DNX-2401) that is targeted to the immune system, the outfitting of the first pediatric Life Flight helicopter, and the creation of The Dr. Marnie Rose Professorship of Pediatric Neurosurgery. Your generosity has led to extended survival for many patients. Your donation truly is a gift of life!

We invite you to become a sponsor of the **18<sup>th</sup> Annual Run for the Rose on Sunday, March 29, 2020**, as well as to form a corporate or family team. Enclosed you will find the sponsorship form and its benefits. **Monies received through sponsorships and donations are tax-deductible and go directly to our hospitals for their immediate use.**

Please visit our website, [RunfortheRose.com](http://RunfortheRose.com), or email [info@runfortherose.com](mailto:info@runfortherose.com) for more information on the Run and the Foundation. We look forward to seeing you at the Start Line on March 29, 2020!! We are so grateful for all that has been accomplished through the hard work, kindness and generosity of all who support the Dr. Marnie Rose Foundation.

Fondly,

Lanie, Jerry, Myles, Deborah, Darren, and Jennifer Rose  
Directors, Dr. Marnie Rose Foundation



**SAME RACE  
NEW PLACE!**  
Sunday, March 29, 2020

SPONSORSHIP LEVELS  
18<sup>th</sup> Annual Run for the Rose  
March 29, 2020  
Goal: \$500,000

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**\$40,000 – Presenting Sponsor**

*Receives all benefits listed for Rose Garden, including:*

- Name listed jointly with Dr. Marnie Rose Foundation on all marketing collateral
- Shares in all media opportunities
- 40 complimentary runners/walkers

**\$20,000 – Rose Garden**

*Receives all benefits listed for Rose, including:*

- Acknowledged in media coverage with opportunity for corporate spokesperson to be included in publicity interviews and photos
- Speaking opportunities at Run for the Rose pre- or post-race program and Foundation events
- 36 complimentary runners/walkers

**\$10,000 – Rose**

*Receives all benefits listed for Rose Bud, including:*

- Opportunity for introduction at Run for the Rose post-race program and Foundation events
- Prominent billing on all marketing collateral
- 20 complimentary runners/walkers

**\$5,000 – Rose Bud**

*Receives all benefits listed for Petal, including:*

- Inclusion in social media posts
- Opportunity to guest post about organization's involvement in Run for the Rose
- 12 complimentary runners/walkers

**\$2,500 – Petal**

*Receives all benefits listed for Stem, including:*

- Logo on marketing collateral and race website
- Table available for display of materials/products at post-race party (*Corporate only; \$2,000 minimum*)
- 6 complimentary runners/walkers

**\$1,500 – Stem**

*Receives all benefits listed for Seedling, including:*

- Name on marketing collateral including t-shirt (*\$1,500 minimum*)
- 4 complimentary runners/walkers

**\$1,000 – Seedling**

*Receives all benefits listed for Green Thumb, including:*

- Name on marketing collateral including post-race signage
- VIP invitation to Foundation events
- 3 complimentary runners/walkers

**\$500 – Green Thumb**

- Name on race website
- Name on marketing collateral in participant race day packet
- 2 complimentary runners/walkers

## ADDITIONAL SPONSORSHIP LEVELS

18<sup>th</sup> Annual Run for the Rose

March 29, 2020

Goal: \$500,000

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### **\$20,000 – Run T-Shirt Sponsor** (*One opportunity*)

- Logo on sleeve of 2020 Run for the Rose commemorative t-shirt
- Acknowledged in media coverage with opportunity for corporate spokesperson to be included in publicity interviews and photos
- Speaking opportunities at Run for the Rose and Foundation events
- Prominent billing on all marketing collateral
- 36 complimentary runners/walkers

### **\$10,000 – Children’s Area Sponsor** (*\*One opportunity*)

- Signage and recognition as (your company name) Children’s Area Sponsor
- Opportunity for introduction at Run for the Rose post-race program and Foundation events
- Prominent billing on all marketing collateral
- 20 complimentary runners/walkers

### **\$7,500 each – Family 1K Sponsor; “Hero” Area Sponsor; Inflatable Brain Sponsor; Survivor Tent Sponsor** (*\*Four separate opportunities*)

- Signage and recognition as (your company name) Family 1K Sponsor including introduction prior to 1K; or
- Signage and recognition as (your company name) “Hero” Area Sponsor; or
- Signage and recognition as (your company name) AmeriBrain (Inflatable Brain) Sponsor; or
- Signage and recognition as (your company name) Survivor Tent Sponsor
- Opportunity for introduction at Run for the Rose post-race program
- 16 complimentary runners/walkers

### **\$5,000 – Survivor Stroll Sponsor; Award/VIP Bag Sponsor** (*\*Two separate opportunities*)

- Signage and recognition as (your company name) Survivor Stroll Sponsor including Logo on 150 Hero hats and Stroll Start Line breakaway banner; or
- Signage and recognition as (your company name) Award/VIP Bag Sponsor including Logo on 350 bags
- 12 complimentary runners/walkers

### **\$2,500 – Race Bib Sponsor; Volunteer Shirt Sponsor** (*\*Two separate opportunities*)

- Signage and recognition as (your company name) Race Bib Sponsor including Logo on 5,500 race bibs
- Signage and recognition as (your company name) Volunteer Shirt Sponsor including Logo on sleeve of 350 volunteer shirts
- 6 complimentary runners/walkers

### **\$1,500 each or \$5,000 all – Water Station Sponsor** (*\*Four separate opportunities*)

- Signage and recognition as (your company name) Water Station Sponsor at one of four water stations: Start Line, Finish Line, Mile 1, Mile 2
- 5 complimentary runners/walkers

### **Levels Listed Above Receive:**

- Logo on race website
- VIP invitation to Foundation events
- Table available for display of materials/products at post-race party (*Corporate only; \$2,000 minimum*)
- Logo on marketing collateral including t-shirt and post-race signage (*\$2,500 minimum*)
- Inclusion in social media posts and opportunity to guest post about organization’s involvement (*\$5,000 minimum*)

*\*2019 Naming Sponsors have right of first refusal for 2020*

SPONSORSHIP REPLY FORM

18<sup>th</sup> Annual Run for the Rose

Sunday, March 29, 2020

Goal: \$500,000



Yes, we will participate as a Run for the Rose sponsor:

- \_\_\_ \$40,000 Presenting Sponsor
- \_\_\_ \$20,000 Rose Garden or \_\_\_ T-Shirt Sponsor
- \_\_\_ \$10,000 Rose or \_\_\_ Children’s Area Sponsor
- \_\_\_ \$7,500 Family 1K or \_\_\_ “Hero” Area or \_\_\_ AmeriBrain or \_\_\_ Survivor Tent
- \_\_\_ \$5,000 Rose Bud or \_\_\_ Award/VIP Bag Sponsor or \_\_\_ Survivor Stroll Sponsor
- \_\_\_ \$2,500 Petal or \_\_\_ Race Bib Sponsor or \_\_\_ Volunteer Shirt Sponsor
- \_\_\_ \$1,500 Stem or \_\_\_ Water Station Sponsor (\$1,500 each or \$5,000 all)
- \_\_\_ \$1,000 Seedling
- \_\_\_ \$500 Green Thumb
- \_\_\_ Other \$\_\_\_\_\_ Donation
- \_\_\_ In-Kind Donation of \_\_\_\_\_

\_\_\_\_\_ valued at \$\_\_\_\_\_

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

Sponsor Name \_\_\_\_\_  
Print name as it should appear in all materials

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

To Credit Participant or Team, Provide Name \_\_\_\_\_

Make check payable to **Dr. Marnie Rose Foundation**, or charge \$\_\_\_\_\_ to:

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV# \_\_\_\_\_  
Accepted: Amex / MC / Discover / Visa 3- or 4-Digit Code

Signature \_\_\_\_\_ **Online donations: RunfortheRose.com**

**Print Deadlines**  
**Friday, February 14 – T-Shirt**  
**Wednesday, March 4 - Race Day Materials**

**\*Logo: Email by February 14 – Vector Format as PDF, EPS, or AI**  
EPS: Encapsulated PostScript; AI: Adobe Illustrator Artwork

For more information, call **713.723.7847**.

E-mail form to **sallye@drmarnierose.org**, fax to **713.723.7848** or mail to:

**Dr. Marnie Rose Foundation • 4545 Bissonnet Street, Suite 112 • Bellaire, TX 77401**

*Donations to the Dr. Marnie Rose Foundation, Inc. (Tax ID 45-2774942) are tax deductible to the extent provided by law.*

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Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

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