

# PARTNERSHIP OPPORTUNITIES

BE A PART OF SOMETHING SPECIAL

## 5<sup>th</sup> Annual Reef's Run for Hydrocephalus Awareness Sunday, September 11, 2022

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Hydrocephalus Awareness  
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**REEFS**Run  
HYDROCEPHALUS AWARENESS

[reefsrun.com](http://reefsrun.com)





# FACTS ABOUT HYDROCEPHALUS

- 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
- 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.

### **Event Opportunities**

- 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.



## CHAMPION SPONSOR

\$2,500

### **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.

### **Event Opportunities**

- 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.
- 6 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.

### **Event Opportunities**

- 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.
- 4 free registrations for the current year's Reef's Run.



## SUPPORTER SPONSOR

\$500

### **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.

### **Event Opportunities**

- 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.
- 2 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.

### **Event Opportunities**

- Logo placement on Event Banner.
- Logo placement on Event Brochure.
- Logo placement on Reef's Run T-shirts.
- Recognition as a sponsor on Event Thank You signage.
- On Stage recognition as a Sponsor during the event via one announcement.



# COMMITMENT FORM

## 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 2022 Reef's Run*

Hero Sponsor - \$5,000

Champion Sponsor - \$2,500

Star Sponsor - \$1,000

Supporter Sponsor - \$500

Friend Sponsor - \$250

Please e-mail your logo in PNG, JPG, or JPEG format to Sarah Woldt at [Reefrun@gmail.com](mailto:Reefrun@gmail.com)

Company Name

Contact

Mailing Address

City

State

Zip Code

Phone

E-mail

Signature

Date

## PAYMENT METHOD

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

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

Card #

Exp

3-digit code

ZIP