



Dear friend and supporter:

Did you know:

- 1 in 10 newborns are diagnosed with a vascular birthmark each year.
- 90% of those birthmarks will disappear by age 2.
- The remaining 10% will have a vascular birthmark significant enough to require the opinion of a medical specialist.
- Through the resources provided by the **Vascular Birthmarks Foundation** (VBF), over 125,000 children and adults with vascular birthmarks have received medical attention.

Since its inception in 1994, the VBF has grown to be the leading not-for-profit in the world for providing informational resources to families affected by vascular birthmarks. The VBF hosts an annual medical conference and clinic focusing on educating physicians and families with the latest information in diagnosing and managing vascular lesions. Patient and their families meet with a team of world-renowned experts and obtain an accurate diagnosis and treatment plan.

In 2020, our event, just like many others, had to adapt quickly with the COVID-19 pandemic. Our team rose to the challenge and since the Purple Polka Dot Race always had a virtual component to the event, it was a no-brainer to make the switch to a completely virtual race. The response to our switch was incredible. We did not know what to expect, but certainly did not anticipate that we would have 700 athletes participating all over the country and in Canada and Ireland! We registered over 50 teams, supporting our birthmark friends and family. All in all, despite not actually physically being together last year, our supporters and sponsors connected over videos, activity challenges, pictures, social media posts and having a shared love and respect for the amazing birthmark community. Our event raised over \$25,000 in 2020 for the VBF, which brings our grand total to over \$85,000 and we are motivated to keep going!

My 6-year-old daughter, Meghana, received a confirmation diagnosis of a port wine stain on the right side of her face by one of the expert VBF physicians. They were able to connect us with a highly skilled medical team at the University of Michigan where she is currently receiving ongoing laser treatments, since 2015. The Purple Polka Dot Race is named after the purplish polka dots temporarily marking her face following her laser treatments.

Because of your prominence in our community, I am writing to request your participation as a sponsor in our 2021 fundraising and awareness building event: **The 6th Annual Purple Polka Dot 5K/10K Run/Walk with Family Fun Run** on August 15th at Stony Creek Metropark in Shelby Twp, MI. Your company would be associated with an international organization, VBF, with a growing local presence dedicated to helping children with birthmarks and giving hope to adults with a vascular birthmark.

I have attached a description of the benefits associated with each sponsorship level. We are counting on your support and will be following up with you as we plan August's event. To confirm sponsorship or to discuss this opportunity in greater detail, please feel free to contact me, Jody Lee at purplepolkadotrace@gmail.com or 267-738-2161.

Wishing you polka dot thoughts
Jody & Meghana Lee

PURPLE POLKA DOT RACE 5K/10K RUN/WALK & FAMILY FUN RUN

SPONSOR OPPORTUNITIES

AUGUST 15, 2021 STONY CREEK METROPARK – EASTWOOD BEACH



PURPLE SPONSOR (\$800+)

- LOGO/NAME ON SOCIAL MEDIA PAGES/WEBSITE
- LOGO/NAME ON DIGITAL FLYERS
- LOGO/NAME ON T-SHIRTS
- 2 FREE RACE ENTRIES
- TABLE/TENT AT RACE
- CREDIT/NAMES IN PRESS RELEASE FROM VBF

EVENT SPONSOR (\$1500+)

- COMPANY SPOTLIGHT ON SOCIAL MEDIA PAGE/WEBSITE
- LOGO/NAME ON ALL MARKETING MATERIALS
- LOGO/NAME ON T-SHIRTS
- 3 FREE RACE ENTRIES
- TABLE/TENT AT RACE
- CREDIT/NAMES IN PRESS RELEASE FROM VBF
- LIVE THANK YOU AT RACE

GOLD SPONSOR (\$650)

- LOGO/NAME ON DIGITAL FLYERS
- LOGO/NAME ON T-SHIRTS
- LOGO/NAME ON WEBSITE
- TABLE/TENT AT RACE
- 1 FREE RACE ENTRY
- CREDIT/NAMES IN PRESS RELEASE FROM VBF

FOOD SPONSOR

- MONETARY OR IN-KIND DONATIONS ACCEPTED
- LOGO/NAME ON FOOD TABLE SIGNS
- LOGO/NAME ON WEBSITE
- LOGO/NAME ON T-SHIRTS
- CREDIT/NAMES IN PRESS RELEASE FROM VBF

BRONZE SPONSOR (\$350)

- LOGO/NAME ON T-SHIRTS
- LOGO/NAME ON WEBSITE
- CREDIT/NAME IN PRESS RELEASE FROM VBF

SILVER SPONSOR (\$500)

- LOGO/NAME ON DIGITAL FLYERS
- LOGO/NAME ON T-SHIRTS
- LOGO/NAME ON WEBSITE
- CREDIT/NAME IN PRESS RELEASE FROM VBF

VBF is a fully approved not-for-profit. Your donation is tax deductible. In accordance with IRS guidelines for charitable contributions, your donation was not in exchange for goods or services. We thank you! Federal Tax ID 16-1515227



PURPLE POLKA DOT RACE 5K/10K RUN/WALK & FAMILY FUN RUN

AUGUST 15, 2021

STONY CREEK METROPARK – EASTWOOD BEACH

Sponsor Timeline:

- **April 2nd, 2021:** Respond to purplepolkadotrace@gmail.com or 267-738-2161 if you would like to have your logo included on our volunteer shirts
- **July 9th, 2021:** Deadline for sponsors to be included on the runner shirts.
- **August 1st, 2021:** Raffle items/in-kind donations due. Contact purplepolkadotrace@gmail.com to have your item included!

Donations for raffle items are highlighted on our social media pages and recognized on our day of race thank you board!



There's a way for everyone to join in on the action!