



Feathers 5K

A CANCER FUND RUN

Greetings!

We would like to invite you to be a **sponsor** of the **FEATHERS 5K**, which will be a community-based and family friendly event in which participants can “flock together” to help make the financial burden of cancer as light as a feather! The event will take place on **Saturday, March 28, 2020**, at 8:00 a.m. and will begin and end at **Town Brookhaven**.

This 5K event benefits the **Atlanta Cancer Care Foundation** (ACCF), a local 501(c)(3) non-profit organization dedicated to providing critical financial assistance to adults living with cancer across 17 counties in Georgia. In 2018, ACCF provided grants totaling more than \$220,000 to 849 patients, who were referred by 40 different providers.

Our goal is to raise \$50,000 through this **FEATHERS 5K** fundraiser event. Your sponsorship of this event will enable ACCF to provide patients with financial assistance for housing, utilities, transportation, food, medications, and other basic necessities. Sponsor levels and benefits are listed on the following page.

If you are not able to participate as a paid sponsor, an in-kind donation is valuable in hosting this event. Suggestions include pre and post-race food and beverages, event swag bag items as well as gift certificates from local businesses to be used as race prizes. In-kind sponsorships will be recognized on our website, social media, and at the event, so all race participants and donors are aware of your support.

You can learn more about ACCF on our website at www.atlantacancercarefoundation.org. If you have any questions regarding the event, please contact Bryan Miller directly at (404) 695-0966 or bmiller@atlantacancercare.com.

All donations will make a difference! Thank you in advance for your consideration.

Sincerely,

Hiba Tamim, MD
Chair
Feathers 5K Planning Committee

Mitzy Sharp Futro, Esq., CFRE
Executive Director
Atlanta Cancer Care Foundation

Bryan Miller, LCSW, OSW-C
Assistant Director
Atlanta Cancer Care Foundation



5K SPONSORSHIP LEVEL BENEFITS

Sponsorship Benefit:	\$5,000 FLY LIKE THE WIND LEVEL	\$2,500 SPRINTER LEVEL	\$1,000 RUNNER LEVEL	\$500 JOGGER LEVEL
Company logo on ACCF event webpage	• Includes hyperlink	• Includes hyperlink	•	•
Opportunity to include items in the event bag	•	•	•	•
Recognition on ACCF Facebook page	•	•	•	•
Recognition in all event marketing (flyers, press releases, email blasts, etc.)	•	•	•	•
Name recognition in the 5K gift bag	•	•	•	•
Verbal recognition on race day	•	•	•	•
Complimentary race registrations	10	8	4	2
Recognition on start/finish line banner	Logo	Logo	Logo	Name Only
Logo on race t-shirts (art deadline 2/15/20)	•	•	•	Name Only
Company logo on race registration webpage	•	•		
Logo on 18" x 24" sign along race course	•			
Vendor table at race (optional)	•			

In-Kind Sponsorships

Donations of products or services will be recognized at the appropriate level of sponsor benefits according to the estimated value of the donation. We specifically need donations of the following:

- Post-race food and drinks (fruit, energy bars, sports drinks, coffee, breakfast items, etc.)
- Small giveaway items for goodie bags
- Gift cards/certificates or other items valued \$50 and up for prizes (male & female categories: 1st to cross the finish line; 1st, 2nd & 3rd place fundraisers)



Atlanta Cancer Care
Foundation, Inc.



How to Sponsor:

Complete the form below and mail it along with your sponsorship contribution **no later than February 15, 2020**. Please make checks payable to Atlanta Cancer Care Foundation (note "5K sponsorship" in the memo) and mail to:

Atlanta Cancer Care Foundation
5670 Peachtree Dunwoody Rd, Suite 1100
Atlanta, GA 30342

Sponsor Deadlines

- For sponsor levels that include t-shirt recognition, logo artwork must be received via email to bmiller@atlantacancercare.com by **February 15, 2020** in order to guarantee placement on t-shirts.
- For banner and online display, artwork deadline is **March 1, 2020**.
- For items to be placed in event bags, you will be notified by **March 1, 2020** of a final registration estimate. Items must be delivered or ready for pick-up by **March 15, 2020**.

Contact Information

If you have any questions about sponsorship opportunities or to arrange pick-up or delivery of in-kind donations, please contact Bryan Miller at bmiller@atlantacancercare.com or (404) 695-0966.

Atlanta Cancer Care Foundation – Feathers 5K A Cancer Fund Run Sponsorship

I am enclosing a donation of \$_____ to the Atlanta Cancer Care Foundation.

5K Sponsorship Level: Fly Like the Wind Sprinter Runner Jogger In-Kind Donation

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone: _____

Email Address: _____

For in-kind donations, please describe and estimate value:

If you would prefer to make your sponsorship donation via credit card, contact Mitzy Sharp Futro at (404) 618-1518 or msharpfutro@atlantacancercarefoundation.org for instructions.