

Thank you for your generous support and your commitment to curing MSD. As you may know, zebras are the mascot of the rare disease community. Traditionally, medical students are taught to look for horses rather than zebras when diagnosing patients, meaning they should look for more common diseases first. United MSD Foundation is pleased to announce our

**5th Annual Zebra Run for Rare Disease
5K Race & 1-Mile Fun Run
Saturday, March 5, 2022**

Zebra Run raises critical funds to support getting MSD treatment to clinical trials as well as awareness for the entire rare disease community. Once again, Zebra Run will feature a local event at Fort Maurepas Park in Ocean Springs and virtual runs across the country, and worldwide! With your support, more than 500 runners from 47 states and two countries participated in last year's Zebra Run. Our goal is to top that this year.

You can help us make it our biggest event yet.

According to a recent survey, 70% of consumers want to know what brands and businesses are doing to support causes in their communities. Zebra Run is a great opportunity to demonstrate your support for the rare disease community, and the children and families impacted, while gaining exposure for your business. Zebra Run offers a variety of options for a range of budgets and marketing goals with opportunities for your business name and/or logo to be displayed on race t-shirts, course signage, and digital marketing platforms.

Zebra Run's success depends on your support. A variety of sponsorship levels are outlined on the next page.

Join us by becoming a sponsor of this year's 5K Race and 1-mile Fun Run by mailing or emailing your completed sponsor form to:

**United MSD Foundation
2112 Bienville Blvd, Suite B2
Ocean Springs, MS 39564
sdavidson@unitedmsdfoundation.org**

We request these forms be returned no later than February 5th, 2022 to ensure proper recognition for your support. Race sponsors and participants MUST register by February 5th, 2022 to be guaranteed a t-shirt! If you have any questions, please email me at **aolsen@curemsd.org or call 228-327-6916.**

Thank you for your generous support - we look forward to our continued partnership!

Warmest regards,



Amber Olsen, Founder/Executive Director

Zebra Warrior \$7,500

- Unlimited Race Registrations (online pre-registration required by 02/05/22 to be guaranteed a shirt)
- **Booth/table** at in-person event
- **Zebra Run sign w/company logo** provided at your booth/table
- **Exclusive logo** displayed on race bibs
- **Premier company logo placement** on race t-shirts, race route signage, event banners and digital platforms
- **Exclusive sponsor** of the 1st mile of 5k race
- **Digital Media Promotion Package**
 - **Promotional video(s)** with company representative and United MSD Founder, Amber Olsen, to be shared across multiple channels
 - **Inclusion on Lamar Billboard** (pending)
 - **Invitation to join for media interviews**
 - **Opportunity for Social Media “Takeover” Day/Week**
 - **Guest Blog/interview**
 - **Weekly sponsorship recognition on social media and website**
- **Company recognition** during race day announcements
- **Custom-framed Zebra Warrior Award & formal acknowledgment** during awards ceremony at the conclusion of the race.

Zebra Gladiator \$5,000

20 5K Run/ Walk Race Entries

20 Race Day T-Shirts (online pre-registration required by 02/05/2022 to be guaranteed a shirt)

Booth/Table at event (FOR FIRST 5 SPONSORS AT THIS LEVEL)

- **Zebra Run sign w/ company logo** provided at your booth/table
- **Company Logo Placement** on race t-shirts and route signage
- **Digital Media Promotion Package**
 - **Promotional video(s)** with company representative and United MSD Founder, Amber Olsen, to be shared across multiple channels
 - **Invitation to join for media interviews**
 - **Weekly sponsorship recognition on social media and website**
- **Company Recognition** during race day announcements
- **Custom-Framed Zebra Gladiator Award & formal recognition** at the awards ceremony

Zebra Defender \$1,000

6 5K Run/ Walk Race Entries

6 Race Day T-Shirts (online pre-registration required by 02/05/2022 to be guaranteed a shirt)

- **Company Name Placement** on race t-shirts
- **Booth/Table** at event to display company products and/or services (FOR FIRST 3 SPONSORS AT THIS LEVEL)
- **Company name** listed on social media platforms and event website

Zebra Fighter \$2,500

10 5K Run/ Walk Race Entries

10 Race Day T-Shirts (online pre-registration required by 02/05/2022 to be guaranteed a shirt)

- **Booth/ Table** at event to display company products and/or services (FOR FIRST 5 SPONSORS AT THIS LEVEL)
- **Zebra Run sign w/ company logo** provided at your booth/table
- **Company name or logo Placement** on race t-shirts and race route signage
- **Company Shoutout** on social media platforms and event website
- **Company Recognition** during race day announcements

Zebra Advocate \$500

2 5K Run/ Walk Race Entries

2 Race Day T-Shirts (online pre-registration required by 02/05/2022 to be guaranteed a shirt)

Company Name Placement on race t-shirts (FOR FIRST 10 SPONSORS AT THIS LEVEL)

Company name listed on social media posts and event website

Zebra Team \$300

- **Team of 10** for a discounted registration rate
- **10 Race Day T-Shirts** (online pre-registration required by 02/05/2022 to be guaranteed a shirt)
- **10 Race Day Bibs**

Additional Opps: T-shirt Sponsor, Bib Sponsor, Swag sponsor, Refreshment sponsor, race medal sponsor

Organization _____ **Contact** _____

Contact Email _____ **Phone** _____

Address _____

