



October 1, 2017
Oregon Ridge Park

Family Field Day 5K and 1 Mile Run and Walk!
www.PJ5KRunandWalk.org

Sponsorship Options

The Red Devils
Supporting Breast Cancer Families

Named Survivors Tent : \$10,000

Live announcements during the event, logo on Survivors Souvenir (time permitting), event t -shirts (1,000), event banner, inclusion in press releases, logo on the registration website, logo on weekly email blasts (list of 4,000)

Fun Raiser: \$7,500

Put the "fun" in fundraising as the exclusive sponsor of the morning's entertainment. Live announcements during the event, logo on event t -shirts (1,000), event banner, inclusion in press releases, logo on the registration website

Devils Details: \$5,500

Logo on 10 breast cancer informational signs along the run/walk route, the event banner, the t -shirts (1,000) and the registration website, inclusion in press releases

Ticket to Ride: \$4,000

Prominent logo positioning on the event banner, the registration website, and t -shirts (1,000)

Foodie: \$2,500

Logo on event banner, on the registration website, and t-shirts (1,000)

Clean Sweeper: \$1,500

Listing on event banner, logo on the registration website, and listed on the event t -shirt

Helping Hand: \$500

"Special Thank You" listing on site

Join us for our 15th annual family-fun field day, 5K run, and 1 mile walk!

We're Throwing a BIG Party

On October 1, 2017 at Oregon Ridge Park, Marylanders will come together to honor 15 years of helping The Red Devils improve the quality of life for more than 6,000 local families living with breast cancer. From 7:30 a.m. until noon, we'll treat an estimated 1,000 guests to team and family challenges, individual games of skill, and, of course, the chance to medal in our 5K run. They get to do all of that, plus enjoy a pancake breakfast in their pajamas. It's a PJ5K!

Who Participates

Over this event's 14-year history, our 5K run and walk has become an annual tradition for runners at every level, for families large and small, students of every age, and local celebrities. The majority of our registrants are women 25-64 who actively use our website and their social media platforms to promote the event, the cause, and our partners in their peer-to-peer fundraising. As a sponsor, your visibility extends beyond the event's on-site presence to include digital exposure among thousands of donors supporting our runners, walkers, and patients.

The Morning's Activities

- 7:00: Registration opens and fun begins. Guests may enjoy the park's playground, the game pavilion, balloon and caricature artists, larger-than-life yard games, and shop in the CareTrade Pavilion.
- 8:00: The starter's horn sounds
- 8:30: Pajama Pancake Breakfast and Awards
- 10:00 - Noon: Team challenges and best-dressed contests

Return on Your Investment

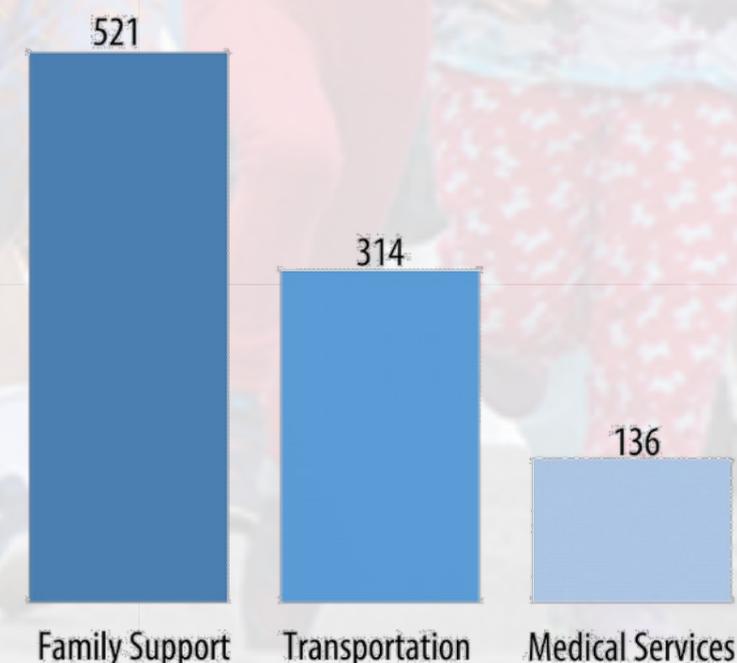
In the crowded field of runs and walks, Running with The Devils is the only one encouraging people to come as they are when they wake up that morning!

Our 15th anniversary milestone also adds to the event's appeal for the 9,000 people who have contributed over the years in one way or another to the uniquely valuable role we play in supporting breast cancer patients and their families.

Your ROI formula:
100K gross impressions + good corporate citizenship + affinity with an important cause =
A GREAT DEAL!

About The Red Devils

Our mission is to fund support services that improve the quality of life for breast cancer patients and their families. We serve our mission in partnership with 48 hospitals throughout Maryland and Washington D.C. Through them we assist nearly 1,000 families each year, funding transportation to treatment, family support needs, and medical and treatment-related bills.



Invest in what matters to your customers and community.