

POTSwalk BOSTON +5K



The POTS Walk benefits
Dysautonomia International a
501(c)(3) non-profit.

Dear Potential Sponsor,

Imagine every time you sit up your heart races until it feels like it will explode. Imagine feeling like you have the flu every day. Imagine being unable to go to work or school, sit at the kitchen table with family or even shower on your own. Imagine being told by a doctor that you have a lifelong, debilitating illness, but there are no effective treatments or a cure.

These are common realities for people living with POTS, postural orthostatic tachycardia syndrome, a disorder of the autonomic nervous system, effecting approximately 1- 3 million Americans, mostly young women. Most people have never heard of POTS, including many doctors. As a result, the average person with POTS suffers undiagnosed or misdiagnosed for 4.2 years. Funds are needed for more research to improve the lives of POTS patients. Research will mean faster diagnosis, proper treatment options and perhaps someday, a cure.

This is the fifth year of this wonderful event. Prior races attracted hundreds of families from Boston and surrounding communities and raised over \$75,000. Our goal this year is to raise \$80,000. The funds raised will support Dysautonomia International, a 501(c)(3) non-profit organization that funds POTS research, physician education, and other advocacy programs that benefit people living with POTS and other forms of dysautonomia. We would greatly appreciate your donation to make our fundraising event a success! For more information, please visit DysautonomiaInternational.org.

Naming Rights (presenting sponsor)

- One-year term (\$5,000) - Expectations to be negotiated, such as promotion of event, branding of race materials, media, etc.

Sponsorship Opportunities

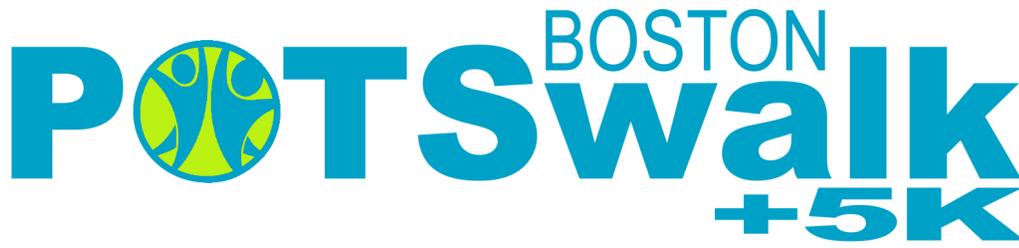
- Gold (\$2,500) - Shout out on Dysautonomia International's three social media channels (Facebook, Instagram, Twitter), with over 50,000 followers. Large logo on t-shirt, website and print material. Advertising in the goody bag. Vendor table at the event.
- Silver (\$1,000) - Shout out on Dysautonomia International's Twitter page with over 5,600 followers. Medium logo on t-shirt, website and print material. Advertising in the goody bag. Vendor table at the event.
- Bronze (\$500) - Small logo on t-shirt, website and print material. Advertising in the goody bag. Vendor table at the event.

We would also warmly welcome any in-kind gifts, including breakfast food and drinks, post-race snacks, water, coolers, prizes for the runners, tents/awnings, entertainment during the event, and other creative donations that can help us maximize the impact of this event.

All sponsors can provide promotional materials for the race goody bags, such as post cards, coupons, snacks, or small freebie items. Vendor tables can have a sponsor-supplied banner and marketing materials to hand out to event guests. Sponsors can sell merchandise during the event with advanced permission from the race organizers. We also encourage sponsors to provide free samples at their tables. To receive the logo marketing service, the sponsor commitment form, fee and your business logo must be received by **Feb 2, 2020**. Sponsorship fee is due upon agreement.

More information is available at POTSwalk.org. Please contact Kirsten Slowey, Director of Events & Community Affairs at info@potswalk.org or by calling 631-202-1720, if you have any questions or need assistance with reserving your sponsorship. Thank you for your consideration!

The Boston POTS Walk & 5K Planning Committee



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Event Commitment Form

Yes, I would like to be a sponsor in the amount of (check one):

- Naming Rights \$5,000
- Gold \$2,500
- Silver \$1,000
- Bronze \$500

Individual/Business Name: _____
Contact Name: _____
Address: _____
Phone: _____
Email: _____

Yes, I would like to make an in-kind donation of the following good(s) and/or service(s): _____

Valued at: _____

Individual/Business Name: _____
Contact Name: _____
Address: _____
Phone: _____
Email: _____

I cannot sponsor but I would like to make a donation in the amount of \$ _____
Please make checks payable to Dysautonomia International or go to potswalk.org to make an online donation.

Please return this form with payment or confirmation of in-kind donations by email at info@POTSwalk.org , or via mail at Dysautonomia International, PO Box 596, East Moriches, NY 11940

Thank you for your generosity!
The Boston POTS Walk & 5K Planning Committee

Dysautonomia International, a 501(c)(3) non-profit organization with tax ID#45-5437249.