



## Sponsorship Packet

Fighting the #1 genetic killer of kids under 2

Spinal Muscular Atrophy (SMA)

*“Life isn’t about waiting for the storm to pass,  
It’s about learning to dance in the rain.”*



Dear Potential Donor:

Have you heard of SMA – Spinal Muscular Atrophy? Unfortunately, not many have. Yet, SMA kills more children than any other inherited disease. SMA is currently incurable, untreatable, degenerative, terminal and underfunded. Although born perfectly healthy, babies with SMA will eventually lose the use of all muscles in their body, including the ability to walk, stand, eat, breathe, and even swallow – all while their mind continues to thrive. 90% of children with SMA die before the age of two. It is a devastating diagnosis, but there is enormous hope as research is extremely advanced and scientists estimate that a cure is attainable in just a few years time – IF given adequate funding. Currently there are many drugs and therapies being tested as treatments and/or cures!

To help increase awareness, fund research efforts and support other families impacted by childhood terminal diseases, Tony and Kristin Burks, Olathe residents founded the **Jadon's Hope Foundation** (JHF) in honor of their son Jadon. Jadon was diagnosed with SMA at two months of age and celebrated his tenth birthday on June 25, 2019!

On March 28, 2020, Jadon's Hope Foundation will be holding the 8<sup>th</sup> Annual BUG Run. **YOU** can make a difference and help in our fight against SMA. Please review the following tiered sponsorship levels and select the best option for your company. Net proceeds from the BUG Run will continue to fulfill Jadon's Hope Foundation mission to promote educational awareness, fund research efforts for SMA and provide support for families affected by terminal childhood diseases. Awareness is key to making a difference. By sponsoring the BUG Run, you are showing the community your dedication to this important cause. All donations are tax deductible.

If you have any questions, please feel free to contact a member of the sponsorship committee. Your support in raising much needed funds for SMA is greatly appreciated. And you are helping to give hope to thousands of people impacted by SMA -- just like Jadon!

To learn more about the Jadon's Hope Foundation, we invite you to visit [www.jadonshope.org](http://www.jadonshope.org).

Bug Run Sponsorship Committee:

Amy Vrban  
913-523-4739

Cathy Lentz  
913-593-5755

Kristin Burks  
913-205-4289

### **SMA Quick Facts**

- SMA kills more babies than ANY other inherited disease
- 1 in every 40 people, or nearly 10 million Americans, UNKNOWINGLY carries the gene responsible for SMA. Few have any known family history
- SMA is a pan-ethnic disease and does not discriminate based on race, ethnicity, or gender
- The American College of Medical Genetics recommends that SMA carrier testing be made available to ALL couples planning a family, regardless of ethnicity or family history



Jadon's Hope Foundation • PO BOX 742 • Olathe • Kansas • 66051

Tax ID: 45-3280260

JadonsHope.org



## Sponsorships levels

### title sponsor

(Contact Race Director: Amy Vrban 913-523-4739)

- Company logo printed on t-shirts as largest prominent logo.
- Company logo on race ads independent from other sponsors.
- Company logo on race bibs.
- BUG Run branding ("Sponsored By").
- Company may have booth/banner on display at the event. Company must provide banner and booth tent.
- Company will be acknowledged onstage.
- Race website and social media acknowledgement.
- Company may provide banner for start/finish line.
- Company logo prominently displayed at JHF participating community events.
- 20 complimentary race registrations
- **Deadline: February 21, 2020**

### platinum sponsor (\$1,500)

- Company logo printed on t-shirts.
- Company may set up banner and/or booth at event. Company must provide banner and booth tent.
- Race website and social media acknowledgement.
- Bitty BUG Run branding ("Sponsored By").
- Company may provide banner for start/finish line.
- Company logo displayed at JHF participating community events.
- 15 complimentary race registrations.
- **Deadline: February 21, 2020**

### gold sponsor (\$1000)

- Company logo printed on t-shirts.
- Company may set up banner and/or booth at event. Company must provide banner and booth tent.
- Race website and social media acknowledgement.
- Company logo displayed at JHF participating community events.
- 10 complimentary race registrations.
- Multiple sponsors accepted at this level.
- **Deadline: February 21, 2020**

### silver sponsor (\$500)

- Company logo printed at smaller size on t-shirts.
- Company may set up a booth at the event. Company must provide booth tent.
- Race website and social media acknowledgement.
- 2 complimentary race registrations.
- Multiple sponsors accepted at this level.
- **Deadline: February 21, 2020**

### bronze sponsor (\$250)

- Company may set up a booth at the event. Company must provide booth tent.
- Race website and social media acknowledgement.
- Multiple sponsors accepted at this level.
- **Deadline: OPEN**

### in-kind donations

Donations of food and water are also greatly appreciated.



# Sponsorship donation form

Jadon's Hope BUG Run – Saturday, March 28, 2020

Thank you for sponsoring the Jadon's Hope Foundation BUG Run!

Checks made out to: [Jadon's Hope Foundation](#)

Mail to: [P.O. Box 742](#)  
[Olathe, KS 66051](#)

Questions can directed to Race Director, Amy Vrban (913) 523-4739

## GENERAL CONTACT INFORMATION:

BUSINESS

NAME: \_\_\_\_\_

CONTACT

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

## SPONSOR LEVEL – PLEASE CHECK ONE

- Title Sponsor: Contact Amy Vrban (913) 523-4739
- Platinum Sponsor: Donation of \$1,500
- Gold Sponsor: Donation of \$1000
- Silver Sponsor: Donation of \$500
- Bronze Sponsor: Donation of \$250
- In-kind Donation: Donation of goods including food, water, juice, fruit, sports drinks. Please list items donated:

ITEM(S) \_\_\_\_\_

TOTAL DONATION VALUE \$ \_\_\_\_\_

- I will have this item(s) delivered to 1500 W. Elm Terrace by March 26, 2020.
- Please contact me to arrange pick-up from my business. Local pick-ups only.

