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PRESENTS



# ZACHING RUNNING FESTIVAL

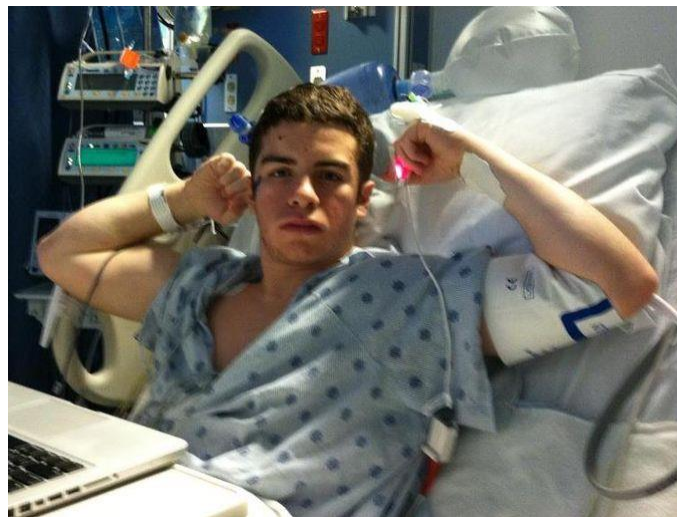
## Sponsorship Opportunities

[ZachingAgainstCancer.org](http://ZachingAgainstCancer.org)



# ZACH'S STORY

- Zachary Lederer battled brain cancer twice in his short life, once at the age of 11, and again at the age of 18 when his brain tumor returned in 2011. At the time, Lederer was a student at the University of Maryland who served as the Student Manager of the Terps men's basketball team.
- After brain surgery in 2012, Lederer asked his father to photograph him striking a strongman pose in his hospital bed to show his friends and family he was strong and ready to win his fight against cancer. That photo went viral, creating the national phenomenon of "Zaching," a sign of strength, courage, determination and hope.
- The image of Lederer's strongman pose inspired supporters to share their own "Zaching" photos - including celebrities like Lil Wayne, Torrey Smith and Jay Leno - in solidarity and to bring hope to others affected by this terrible disease.
- While Lederer was in and out of the hospital, he noticed the struggles of other patients who did not have the resources he was lucky enough to have – family to spend time with, a clean and warm house to go home to, etc. Through these observations, Lederer developed the mission for his nonprofit organization and became determined to help others in his situation.
- Lederer's second battle with brain cancer continued for two years. Zachary passed away on March 11, 2014, after founding the Zaching Against Cancer Foundation.



**"I want the world to be a better place because I was here." – Zachary Lederer**



# ABOUT ZACF

**Mission:** The Zaching Against Cancer Foundation (ZACF) provides support, strength, inspiration and positive influences to cancer patients and their support networks through scholarships, support services, research and direct patient outreach.



## Scholarships:

- ZACF Spirit Award Scholarship: Annual scholarships to high school students in Maryland who have had cancer or have been affected by cancer.
- Zachary Lederer Memorial Clinical Research Scholarship: A cancer research internship at Baylor University.

## Services:

- Nurse's Incidental Fund: Through Hopkins Oncology Center for cancer research, financial assistance for patients and families with incidental expenses such as lunch for the family in the cafeteria or a parking garage token.
- The Little Things for Cancer: Program to help cancer patients struggling due to the overwhelming costs of medical care for a long-term illness. Examples of aid include: gas and electric bills, groceries, education/relaxation events and therapies, prescription payment assistance, child care, transportation, etc.

## Events:

- ZACF holds many events throughout the year to help raise money for our efforts, including but not limited to :
  - ZACF Golf Outing
  - The Zaching Running Festival
  - 'Living the Dream' Gala



# ABOUT ZACHING RUNNING FESTIVAL

## Saturday, November 18, 2017 Turf Valley



### SCHEDULE:

**Thursday, November 16, 2017**

**4:00 pm—7:00 pm**

**Packet Pick-up**

Petite Cellars in Turf Valley Towne Square

**Friday, November 17, 2017**

**2:00 pm -7:00 pm**

**Packet Pick-up**

Petite Cellars in Turf Valley Towne Square

**Saturday, November 18, 2017**

**7:00 am -8:30 am**

**Race Day Registration**

**8:30 am**

**10K and 5K Start**

**9:00 am**

**1 Mile Walk Start**

**9:30 am – 12:00 Noon**

**FINISH LINE PARTY with DIXON ULMER BAND**





# LEVELS OF SUPPORT

## **MILE MARKER Sponsorship Package-\$100**

- Name recognition on race website
- Recognition on each of the Mile Markers

## **WATERSTOP Sponsorship Package-\$200**

- Name recognition on race website
- Recognition at waterstop

## **EAGLE Sponsorship Package-\$250**

- Name recognition on race website
- Name listed on the back of 1 mile fun run shirt
- Opportunity to place item in participant bag

## **TERP Sponsorship Package-\$500**

- Name recognition on race website
- Opportunity to place item in participant bag
- Corporate Logo on snow fencing at the start/finish of race
- Two complimentary entries in the 10K or 5K

## **ZACHING Sponsorship Package- \$1,000**

- Name recognition on the race website
- Opportunity to place item in participant bag
- Corporate Logo on snow fencing at the start/finish of race
- Corporate logo in FULL COLOR on staging backdrop
- Four complimentary entries in the 10K or 5K

## **HILL OF HONOR Sponsorship Package-\$1,500**

- Name recognition on the race website
- Recognition on "In Honor/Memory Of" signs displayed on the last mile as well as at the Cheer Stations throughout the race
- Opportunity to place item in participant bag
- Corporate Logo on snow fencing at the start/finish of race
- Corporate logo in FULL COLOR on staging backdrop
- Four complimentary entries in the 10K or 5K
- Four tickets to the After-Party (race not included)

## **PREMIUM Sponsorship Package- \$5,000**

- Logo will be on Premium Shirt along with only the Zaching Logo and Nightmare Graphic
- Name recognition on the race website
- Recognition on Honor Board prominently displayed at the race site
- Opportunity to place item in participant bag
- Corporate Logo on snow fencing at the start/finish of race
- Corporate logo in FULL COLOR on staging backdrop
- Six complimentary entries in the 10K or 5K
- Six tickets to the After-Party (race not included)

**SOLD**



# EVENT SUPPORT

Companies that choose to support the Zaching Against Cancer Foundation through event sponsorships receive the greatest level of exposure and visibility. ZACF event sponsorships are a great opportunity to position your company as a socially responsible part of the community while your contribution helps those in need. Benefits include:

## **Web/Social Media**

- Hyperlinked company logo will remain on ZACF's sponsors webpage year-round.
- Hyperlinked company logo will appear in the sponsors section of every event-specific webpage.
- Company logo/hyperlink will be shared on ZACF social media pages and thanked when sponsorship begins; additional mentions and tags will also be posted throughout the year.

## **Email**

- Company logo included in sponsors section of every event email distributed to our database.

## **Print**

- Company logo will be included on all promotional event materials, as well as on signage present at events.
- Events with digital presentations will feature logo on the event title slide.

## **Media**

- Company name will be included in sponsor list in press materials surrounding events.
- A representative from your company may also have the opportunity to participate in media opportunities.

## **Event Presence**

- Sponsors will receive complimentary tickets for company representatives to attend each ZACF event throughout the year (number of tickets varies depending on sponsorship levels).
- Sponsors will be thanked prior to each presentation and can direct attendees to company representative if present.



# ZACHING RUNNING FESTIVAL

## SPONSORSHIP FORM

NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PLEASE CHOOSE ONE:

- \_\_\_\_\_ ~~PREMIUM SPONSOR (\$5000)~~ **SOLD**
- \_\_\_\_\_ ZACHING SPONSOR (\$1000)
- \_\_\_\_\_ TERP SPONSOR (\$500)
- \_\_\_\_\_ EAGLE SPONSOR (\$250)
- \_\_\_\_\_ WATER TABLE SPONSOR (\$200)
- \_\_\_\_\_ MILE MARKER SPONSOR (\$100 each)

BY THE WAY OF DESIGN  
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TOTAL AMOUNT ENCLOSED: \_\_\_\_\_

Please mail this form to: ZACF, 6700 Alexander Bell Drive, #185, Ellicott City, MD 21046

ATTN: FELICIA



# CONTACT US

For more information, or to commit to supporting the Zaching Against Cancer Foundation,  
please contact:

**Felicia Fleming**

*Director of Events and Marketing*

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Email: [Felicia@ZachingAgainstCancer.org](mailto:Felicia@ZachingAgainstCancer.org)





# THANK YOU!

