

Sponsorship Information



You are invited to help **promote Waco**, encourage **healthy lifestyles** and **save lives** by being a sponsor or contributor of the Miracle Match Marathon.



A full marathon, half marathon, 2 & 4 person marathon relays, 5K run, 1 Mile Fun Run/Walk and kids run through some of the most beautiful parts of Central Texas - - and some of the most challenging!

Houston has one...Dallas has one...Austin has one... San Antonio has one..... **and Waco has one!**

The **Miracle Match Marathon** is the only full 26.2 mile marathon in the Heart of Texas. It is held by the Waco Professional Fire Fighter's Association to help patients worldwide that are searching for a marrow or stem cell transplant.

Supporting the Miracle Match Marathon is

Good for Waco!

This event has grown fourfold since the first race in 2004, attracting runners from all over the United States. The event showcases the beauty of Waco and what it has to offer to our visitors.

Good for Wacoans!

The Miracle Match Marathon has an event for every runner, from the well-trained marathoner, to a just-beginning walker. Our special kids run, the Miracle Match Kids, encourages our school children to make exercise a part of their normal routine to promote their overall wellness.



*Jake Tangedal runs in the
Miracle Match Kids run*

Good for the sponsor!

Sponsors are recognized through a wide variety of media as a partner in this life-saving effort.



*Kevin Fisk, Waco fire fighter
and recent stem cell donor,
led the 2007 Marathon.*

It saves lives!

One hundred percent of the net proceeds of this event go directly to tissue type central Texans that wish to join the National Marrow Donor Program through the Scott & White Marrow Donor Program.

By supporting the marathon, you are not only supporting the Waco Fire Fighters, but also helping the many thousands of individuals world-wide that need a marrow or blood stem cell transplant - many right here in central Texas.

Marketing Plan

Our marketing plan includes:

- Event Website
- Event Brochure
- Event T-Shirts
- Published ads
- Television Promotion
- Posters
- Radio Media promotion in local and nationwide media
- National Race Calendars on over 50 websites
- Runner Bags for each participant
- Display at other marathons throughout the state and Nation

Sponsors will be included in the marketing of the event according to level of participation

<i>Sponsorship Levels</i>	<i>Miracle Maker \$5,000</i>	<i>Match Maker \$2,500</i>	<i>Dream Maker \$1,000</i>	<i>Life Saver \$500</i>	<i>Special Hero \$100</i>
T-Shirts	Logo prominently displayed on top back	Logo 1 st tier	Logo 2 nd tier	Name 3 rd tier	Name 4 th tier
Web Site	logo, name and link top tier	logo, name and link 2 nd tier	logo, name and link 3 rd tier	name and link 4 th tier	name and link
Runner Packets	Company items in runner bags	Company items in runner bags	Company items in runner bags	Company flier inserted	
Rest Stops	Company choice of rest stop for advertisement	Rest stop advertisement	Rest stop advertisement		
Banners/Signage	Banner placed prominently at Start/Finish	Banner placed at Start/Finish			
Race Day Announcement	mentioned race day	mentioned race day	mentioned race day		
Booth/Vendor Space	Prominently placed booth space for company display	Prominently placed booth space for company display	booth space on Race Day		
Award Presentations	Company invited to assist with medal presentations				
Complimentary Race Entries	<i>6</i>	<i>4</i>	<i>2</i>		

Presenting Sponsors – Presenting sponsorships available for the **Miracle Match Marathon**, the **5K Race** and the **Miracle Match Kids** events. Please contact the Race Director for more information.

Support Waco's Marathon!

The Impact of Your Sponsorship



Holly Crawford,
Waco Stem Cell Donor

Over 70 percent of patients in need of a marrow or blood stem cell transplant do not have a match in their family. These patients rely solely on the volunteer donors of the National Marrow Donor Program to make life-saving donations. Nearly 5,000 patients are searching *this very moment* for their "miracle match."

By continually adding more committed potential donors to the registry, the chance for all patients to find that match is increased

100 percent of the net proceeds raised from the Miracle Match Marathon are used strictly for tissue typing. There are no "administrative fees".

For additional information, contact the Miracle Match Marathon.

Phone: 254-724-7000

FAX: 254-724-9601

email: miraclematchmarathon@swmail.sw.org

**Mail: Miracle Match Marathon
2401 S. 31st
Temple, TX 76508**

Website: <http://mmm.sw.org>



You can help bridge the gap between donors and recipients. Support the Miracle Match Marathon and save a life!