



Dear Friend of Hospice,

I would like to take this opportunity to invite you to become our partner in support of Niagara Hospice. We are in the process of planning the 2nd Annual Niagara Hospice Dash. This 5K Run/Walk will be held on September 25, 2010 at the new Town of Porter Park on Lake Road in beautiful Youngstown, New York.

The proceeds from the event will provide revenue for Niagara Hospice to use in their work with individuals and families dealing with end-of-life illnesses. Each year Niagara Hospice provides service to over 1000 Niagara County families. No individual is denied Hospice care regardless of his or her ability to pay. Families who are uninsured or underinsured can take comfort in the fact that hospice services are available to them. This event is sure to reach a large audience and provide great exposure for your business. You will also have the satisfaction of knowing that your financial support is making a difference in the lives of Hospice patients and their families in our community.

There are many opportunities available for your business or organization to help support this very worthy cause. Please take a moment to review the sponsorship opportunities listed on the following page. I would like to thank you in advance for your consideration. Working together, I know we can make a difference. Please visit our website at [www.hospicedash.com](http://www.hospicedash.com) or call me with any questions that you may have.

Sincerely,

Paul R. Beatty Jr.  
Chairman

**Hospice Dash**  
PO Box 251  
Youngstown, NY 14174  
(716) 998-5777

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## 2nd Annual Niagara Hospice Dash Sponsorship Opportunities September 25, 2010

### Main Event Sponsor (\$2,500.00)

- Primary sponsor of the event – there will be only one Main Event Sponsor annually
- Event Sponsor's name is incorporated in the event title e.g. *The XYZ Savings Bank Hospice Dash*
- 16' x 2' banner with corporate logo prominently displayed at event venue
- Full rear cover page advertisement in program book and full page company information or ad inside
- Sponsoring company information posted on *Niagara Hospice* and *Hospice Dash* web page
- Logo displayed on front of t-shirt provided to all participants
- Opportunity to speak with race participants at starting line
- Honorary "starter" of the race

### Entertainment Sponsor (\$1,000.00)

- Entertainment sponsor of the event – there will be only one Entertainment Sponsor annually
- Entertainment Sponsor's name is incorporated with all entertainment promotion on our website e.g. *XYZ Savings Bank presents Soul Committee*
- 8' x 2' banner with corporate logo prominently displayed behind band during their performance
- Full-page advertisement in program book
- Opportunity to speak with race participants and introduce the band
- Logo displayed on back of t-shirt provided to all participants

### Corporate Sponsor (\$250.00)

- Full-page advertisement in our program book
- Corporate logo displayed on back of t-shirt provided to all participants
- Recognition on Hospice Dash website

### Food / Dry Goods (\$200.00 minimum donation)

- Recognition in program book and on Hospice Dash website
- Company logo displayed on back of t-shirt
- Half-page advertisement in program book
- Sign recognition in food service area at event

### Vendor Opportunities (\$250.00)

- Vendors will be allowed to setup a small tent (12' x 12') to sell/promote products and/or services
- Vendor setup will be located near the park shelter as determined by Hospice Dash committee
- All applications subject to approval by Hospice Dash committee
- Letter of request must specify all products and/or services you plan on selling or promoting
- Food sales prohibited

### Program Book Advertisement

<input type="checkbox"/> Inside Front Cover (4 ¾ X 7 ¾ )	One Available	\$175.00
<input type="checkbox"/> Inside Center @ staples (4 ¾ X 7 ¾ )	Two available	\$175.00
<input type="checkbox"/> Full Page Ad (4 ¾ X 7 ¾ )	Unlimited	\$150.00
<input type="checkbox"/> Half Page Ad (4 ¾ X 3 ¾ )	Unlimited	\$75.00
<input type="checkbox"/> Third Page Ad (4 ¾ X 2 ½ )	Unlimited	\$50.00
<input type="checkbox"/> In memory of...	Unlimited	\$20.00

### Gift / Basket Donations

- Recognition in program book and on Hospice Dash website
- Name of business/organization/individual clearly displayed with donated item(s)
- Any and all gifts and gift certificates are greatly appreciated!

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