

Dear Potential Supporter,

Thank you for your interest in supporting Cure SMA and Sweet Baby Zane. It is because of the generous efforts of sponsors, family and friends that we are making tremendous strides towards a world where SMA is treatable and curable.

What is Zane's Run?

Zane's Run is a timed 5K and 1 mile fun run held annually at Great Valley Middle School in Malvern, PA. This year's event will be held Sunday, September 24, 2017. We welcome everyone of all ages and abilities to participate in this fun filled event and raise funds for this every important cause.

Please join us as a sponsor this year to up us reach our \$30,000 goal!

What is SMA?

SMA (spinal muscular atrophy) is the #1 genetic cause of death for infants. It is a disease that affects the control of muscle movement throughout the body, specifically, by affecting the motor nerve cells in the spinal cord, taking away the ability to walk, eat, or breathe. There is no cure— but we are asking you to help us change that.

Your sponsorship will make a difference

Proceeds from this event support programs for children and adults affected by SMA through Cure SMA. Cure SMA is dedicated to the treatment and cure of SMA.

Since 1984, Cure SMA has led and invested in the research that has made today's breakthroughs possible, with over \$62 million in funding. Cure SMA has funded over half of the ongoing drug programs for SMA. Cure SMA also works to improve quality of life for children and families affected by the disease today, through newly diagnosed care packages, an equipment pool, care series booklets, and more.

About Sweet Baby Zane

On February 19, 2009, Zane Schmid, the beautiful daughter of Keith and Hillary, the twin sister of Avery, and big sister to Brennen and Braxton, was diagnosed with SMA type I. Although Zane passed away at the young age of 5 ½ months, her family remains hopeful that there will be a cure one day. Since Zane's passing, the Schmid family continues to share Zane's story, educate others, and support families and children currently living with SMA.

With your support, we pledge to remain steadfast in our dedication to funding cutting-edge research and serving all families throughout our community. With your help, we will find a cure.

Sincerely,

Hillary Schmid
Zane's Mommy & Zane's Run Chair



Overview of Sponsorship Opportunities

Through the 9th Annual Zane's Run, Cure SMA and *Sweet Baby Zane* offer companies a partnership that will enhance positive corporate image while contributing to the on-going research and family support programs funded by *Sweet Baby Zane*.

Our sponsorships and in-kind donations will generate a large portion of our event's revenue. Please consider the highest possible contribution from your organization. Sponsorship levels are as follows:

Angel Sponsor (\$1,000)

- Company logo on mile marker sign on 5K course
- Top listing of company logo on event t-shirt
- Opportunity to host a table on event day (table provided by *Sweet Baby Zane*)
- Company name on display banner
- *Opportunity to include company brochure/swag in race day bags
- Recognition during awards ceremony
- Company logo listed on Zane's Run event website (events.curesma.org/ZanesRun)

Ladybug Sponsor (\$500)

- Priority listing of company logo on event t-shirt
- Opportunity to host a table on event day (table provided by *Sweet Baby Zane*)
- Company name on display banner
- *Opportunity to include company brochure/swag in race day bags
- Recognition during awards ceremony
- Company logo listed on Zane's Run event website (events.curesma.org/ZanesRun)

Butterfly Sponsor (\$250)

- Company name on display banner
- *Opportunity to include company brochure/swag in race day bags
- Recognition during awards ceremony
- Company logo listed on Zane's Run event website (events.curesma.org/ZanesRun)

Caterpillar Sponsor (\$100)

- *Opportunity to include company brochure/swag in race day bags
- Recognition during awards ceremony
- Company logo listed on Zane's Run event website (events.curesma.org/ZanesRun)

Deadline for sponsorship is August 21, 2017.

***Company must provide race day swag materials to Hillary Schmid by Friday, September 22, 2017.**

Sponsorship Enrollment Form

Primary Contact Name(s): _____

Business Name (If applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____ Website: _____

<u>Sponsorship Level</u>	<u>Payment Method</u>
<input type="checkbox"/> Angel Sponsor (\$1,000)	<input type="checkbox"/> Check Enclosed
<input type="checkbox"/> Ladybug Sponsor (\$500)	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover
<input type="checkbox"/> Butterfly Sponsor (\$250)	Credit Card Number: _____
<input type="checkbox"/> Caterpillar Sponsor (\$100)	Expiration Date: _____ Security Code: _____
	Billing Address (if different from above): _____

	Please make checks payable to: Cure SMA

Sponsorship Commitment

I/we wish to be acknowledged as a corporate sponsor, and agree to pledge the total cash amount of \$_____, and email JPEG version of our logo to **Hillary Schmid** at zanesrun@gmail.com by **August 21, 2017 (only if you are a new sponsor)**. If your logo is not received by this date, your company will have a text listing only.

I am sponsoring at the \$500 or \$1,000 level and would like to have a table on race day.

I/we are want to help find a cure for spinal muscular atrophy, but do not wish to be a Corporate Sponsor. Please accept this donation of \$_____ on our company's behalf.

I/we want to help find a cure for spinal muscular atrophy, but would prefer to make an in-kind donation.

Donated Item(s) Will Include: _____

You and/or your organization will be acknowledged at the appropriate sponsorship recognition level listed above, based on the stated value of the donated gift(s) - Total Value: \$ _____

Gift Certificate(s) or item(s) are enclosed

I will deliver item(s) by ___/___/___ to (contact name): _____

Please mail form and payment information to:

Hillary Schmid
Attn: Zane's Run
28 Clover Lane
Malvern, PA 19355

Or, for more information, contact:

Hillary Schmid: zanesrun@gmail.com
To register online: events.curesma.org/ZanesRun

Your Support Makes a Difference!

Funding from Zane's Run and Sweet Baby Zane supports SMA families around the world. Children and adults with SMA require specialized equipment to carry out every day tasks like riding in the car, bathing, and sitting independently. With your support Cure SMA is able to provide this critical equipment free of charge to patients in the US.

- Car transportation
 - Infant and toddler car beds (\$100-\$975 each)
 - Specialized transportation harnesses for toddlers and children (\$125 each)
- Bath chairs
 - Specialty chair that provides support and ensures safety while bathing (\$320-270 each)
- Positioning chairs
 - Adaptive positioning seat that allows children to safely sit independently (\$425-\$500)
- Informational CDs
 - Critical information for international patients, translated to their native language. So many families live in countries without access to medical experts and care information. With these CDs we are able to provide patients with important information about SMA



Sweet Baby Zane also generously supports research and educational programs through Cure SMA. Your donations will help us change the future for patients with this devastating disease.

- Research
 - Fifteen years ago, we had just two potential drugs in the beginning stages of preclinical discovery. Today we have our first-ever approved treatment, plus another 17 programs in development, including five in clinical trials. We continue to invest in research to fund breakthroughs that will continue to change the course of SMA for everyone affected—from infants to adults—and eventually lead to a cure.
- Education
 - Educating doctors and care providers about SMA is critical for patients. Sweet Baby Zane invested in grand rounds programs at hospitals across the country to increase knowledge of best practices in care of SMA patients.