

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 the Annual Zane's Run?

We are excited to host the 7th Annual Zane's Run, Sunday, September 27, 2015 in Malvern, PA. This year, Zane's Run will be held at the Great Valley Middle School in Malvern. Our 1 mile fun run and 5K run is a fun-filled day for the entire community. We welcome all ages and abilities to participate. This event is an opportunity for local families and friends in the SMA community to come together, have fun and raise funds for a cause that is close to their hearts. **Our goal for our 7th Annual Zane's Run is \$30,000!**

We are honored to invite you to be part of an event that is full of memories, good times, and most importantly, **HOPE.**

What is SMA?

SMA (spinal muscular atrophy) is the #1 genetic killer of children. 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 and no treatment – but we are asking you to help us change that.

Cure SMA

Cure SMA is dedicated to the treatment and cure of spinal muscular atrophy (SMA). Since 1984, we've directed and invested in comprehensive research that has shaped the scientific community's understanding of SMA. We are currently on the verge of breakthroughs in treatment that will strengthen our children's bodies, extend life, and lead to a cure. We have deep expertise in every aspect of SMA—from the day-to-day realities to the nuances of care options—and until we have a cure, we'll do everything we can to support children and families affected by the disease.

With your help, we will find a cure.

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 & children currently living with spinal muscular atrophy.



Once again, thank you for choosing Cure SMA and Sweet Baby Zane as organizations that you respect and trust by considering to join us for our 7th annual event. 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 7th 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/2015ZanesRun)

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/2015ZanesRun)

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/2015ZanesRun)

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/2015ZanesRun)

Deadline for sponsorship is August 28, 2015.

***Company must provide race day swag materials to Hillary Schmid by Friday, September 25, 2015.**



Make today a breakthrough.

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 28, 2015**.
- 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/2015ZanesRun

Your Support Makes a Difference!

Funding from Zane's Run event and *Sweet Baby Zane* supports SMA families around the country. Through your donation, *Sweet Baby Zane* funds the following critical family support programs through Cure SMA:

- **Car Beds**

- Children diagnosed with spinal muscular atrophy (SMA), Type I, must lay flat to help alleviate the pressure on their diaphragm and lungs in order to breathe easier. To enable families to transport their children not only to the many hospital appointments but fun activities such as the park, baseball games or the zoo, they must have a safe way to ride in the car. The following pieces of equipment, shipped free to SMA families, are funded through your gift:
 - Cosco Dream Ride Car Bed
 - Allows infants to lay flat, fits up to 26 inches
 - Cost: \$100 each
 - Hope Car Bed
 - Allows infants/toddlers to lay flat, fits up to 31 inches
 - Cost: \$975 each
 - E-Z-ON Modified Vests
 - A specialized harness that is used to strap toddlers into the car
 - Cost: \$125 each

- **Annual SMA Conference Sponsor**

- The Annual SMA Conference is the largest SMA conference in the world. Through the conference, we bring together researchers, healthcare professionals, and families to network, learn, and collaborate. The family conference includes a variety of workshops, keynote sessions with leading researchers, a family-friendly research poster session, and more—plus fun events like our dance party, meet-and-greet, pajama party and movie night, and teen and adult social activities.

- **International Information CDs**

- Living in The United States, we are fortunate to be apart of a society with great medical care and a knowledgeable medical community in various areas of health. However, there are many countries where the medical community and families have no knowledge of spinal muscular atrophy (SMA). *Sweet Baby Zane* funds these informational CDs to share what we know about SMA to the world. The CDs are translated in the native language of the family and mailed to them at no cost.