



# 10th Annual Zane's Run

2018 SPONSORSHIP OPPORTUNITIES

TOGETHER  
sweet *baby* zane  
FIGHT SMA  
[www.zanesrun.com](http://www.zanesrun.com)

**cure**  
**SMA**

Make today a  
breakthrough.



# ABOUT OUR EVENTS

Each year, the Cure SMA Walk-n-Roll program brings together thousands of people in more than 45 communities across the country to help us lead the way toward a world without spinal muscular atrophy. Walk-n-Rolls are fun, family-friendly events that bring together the SMA community – including those affected by the disease, family, friends, neighbors and co-workers – to raise funds for critical SMA research and patient care programs.



## 10th Annual Zane's Run

**Sunday, September 30, 2018**

**Great Valley Middle School  
255 Phoenixville Pike  
Malvern, PA 19355**

Zane's Run is a timed 5k and fun run. We welcome everyone of all ages and abilities to participate in this fun event to support this very important cause!

## Sweet Baby Zane

On February 19, 2009 Zane Schmid - the beautiful daughter of Keith and Hillary, twin sister of Avery, and big sister to Brennen and Braxton - was diagnosed with SMA type I.

Zane passed away at just 5 1/2 months old. Since Zane's passing, the Schmid family continues to share Zane's story, educate others, and support those affected by SMA.

# YOUR SUPPORT

Funding from Zane's Run and Sweet Baby Zane supports SMA patients in the US through the Cure SMA equipment pool, which provides critical equipment free of charge. These specialized pieces of equipment help patients carry out every day tasks like riding in the car, bathing, sitting independently, and mobility.

## WHEELCHAIRS



Lightweight manual wheelchairs (average of \$5,500 each)

## CAR BEDS AND HARNESSSES

Specialized toddler car beds (\$950 each) and car harnesses for children (\$125 each)



## BATH CHAIRS


























Specialized bathing chair for support and safety (average of \$570 each)

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# OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Through Zane's Run, Cure SMA offers companies a partnership that will enhance positive corporate image while contributing to the ongoing scientific research and family support programs funded by Cure SMA. Sponsorship opportunities can be customized to meet your marketing goals – contact us for more information! The deadline to guarantee sponsorship benefits is Monday, August 27. Promotional materials for bags must be provided to Hillary Schmid by Wednesday, September 26.

BENEFITS	CATERPILLAR \$100	BUTTERFLY \$250	LADYBUG \$500	ANGEL \$1,000
CUSTOM 5K MILE MARKER SIGN WITH LOGO ON COURSE				
COMPANY NAME/LOGO ON EVENT SHIRTS				
OPPORTUNITY TO HOST A TABLE AT THE EVENT (TABLE PROVIDED)				
COMPANY NAME/LOGO ON EVENT BANNER				
OPPORTUNITY TO INSERT PROMOMOTIONAL MATERIAL IN PARTICIPANT BAGS				
RECOGNITION DURING EVENT CEREMONY				
COMPANY NAME/LOGO ON EVENT WEBSITE AND ZANESRUN.COM				
COMPLIMENTARY EVENT REGISTRATIONS WITH EVENT SHIRTS				

## CORPORATE TEAMS

Can't sponsor this year? Consider forming a Corporate Walk-n-Roll Team! Forming a team is a great way to promote team building and engage your employees in a family-friendly, fun activity that supports a great cause – curing SMA.





# SPONSORSHIP CONFIRMATION FORM

Thank you for your support! Please fill out the form below to acknowledge your sponsorship. Please list your company name exactly how it should appear on promotional materials.

Please submit your logo in JPG format to [zanesrun@gmail.com](mailto:zanesrun@gmail.com).

Please contact Hillary Schmid at [zanesrun@gmail.com](mailto:zanesrun@gmail.com) with any questions.

**Sponsor Company:** \_\_\_\_\_

**Sponsor Company Representative Name:** \_\_\_\_\_

**Position/Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Sponsorship Amount:**    ☐ CATERPILLAR \$100    ☐ BUTTERFLY \$250    ☐ LADYBUG \$500    ☐ ANGEL \$1,000

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**Register or Donate online:**  
**[events.curesma.org/ZanesRun](https://events.curesma.org/ZanesRun)**

**PLEASE MAKE CHECKS PAYABLE TO CURE SMA**



**MAIL TO:**

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