



COLORFLASH 2015 SPONSORSHIP PACKAGE

- Organized by Phoebe's Phriends, a 501(c)(3) non-profit, with a mission to find a cure for Pediatric Cancer. Donations are tax-deductible
- All proceeds from COLORFLASH5K will be donated directly to Memorial Sloan Kettering Cancer Center for Pediatric Cancer Research. In 2014, raised \$60,000 and goal this year is \$75,000
- COLORFLASH5K participants will be splashed with color dust at 6 color stations (even more than last year). It's all about having fun and building community spirit
- Race date: Sunday, September 27, 2015, Sherwood Island State Park
- 2nd Annual and Westport's only colorful run. Last year, attracted more than 1700 participants and 200 volunteers!
- This year, planning for over 2500 participants
- Pre/post race festivities to include local food trucks and color celebration
- Extensive local promotion and media coverage including Westport Main Street Banner, community advertising (print and on-line), News Channel12 and endorsement by MSKCC
- Visit www.COLORFLASH5K.com for more information

PHOEBE'S STORY

Below is a story of Phoebe and her courageous spirit.

Phoebe celebrated her 11th birthday, and was finishing 5th grade, when she was diagnosed with Osteosarcoma. She was treated at Sloan Kettering under the care of [Dr. Meyers](#) and his wonderful team. In addition to the grueling chemotherapy treatments, Phoebe also underwent numerous surgeries on her leg.

In September of 2011, Dr. Wittig performed a groundbreaking surgery using a Stanmore Prosthesis that can be expanded by magnetic force, rather than additional surgeries. Phoebe was the first patient in NYC to try this new device, and after two years on crutches, was able to walk again.

Throughout this whole process, Phoebe amazed us with her unwavering positive attitude. Phoebe's life was falling back into place. We went on a wonderful Make A Wish trip, and went on a winter holiday where she even went scuba diving. Phoebe was working hard in 8th grade to prepare for high school. Always an avid athlete, Phoebe managed to find a new sport, archery, in which to compete. She also became involved in a number of volunteer organizations, eager to give back, knowing how much support and love she had received.

On March 1st, 2013 during her two-year anniversary checkup for being cancer free from Osteosarcoma, Phoebe was diagnosed with secondary acute myeloid leukemia. She again endured grueling chemotherapy and an eight day stay in intensive care. On May 23rd, 2013, Phoebe received a bone marrow transplant. We are fortunate that her sister Hallie, a perfect match for Phoebe, was her donor.

Phoebe's intelligence, kindness and inner strength kept us all going as we took on this new battle. Phoebe is now post-transplant and getting back to "normal" life once again. She appreciates every second, and was inspired to start Phoebe's Friends to help find a cure for these cancers.

She is an example for us all.



Sponsorship Contract - September 27, 2015

Phenomenal - \$7,500

- Company name prominently featured on COLORFLASH 5K website
- Company name on print advertising
- Company name on all signage posted in Westport and neighboring towns (excluding lawn signs)
- Company name prominently displayed on banners - Westport Main Street and Luciano Park
- Top billing of logo / company name on t-shirt
- When possible, acknowledgement of sponsor in print and on-line articles
- Sponsorship table/ tent at COLORFLASH5K
- Admission to VIP tent (refreshments and priority registration)
- Unlimited free race entries

Fantastic Phriend - \$5,000

- Company name featured on COLORFLASH 5K website
- Company name on print advertising
- Company name on all signage posted in Westport and neighboring towns (excluding lawn signs)
- Company name displayed on banners - Westport Main Street and Luciano Park
- Name / logo on t-shirt
- Sponsorship table/ tent at COLORFLASH5K
- Admission to VIP tent (refreshments and priority registration)
- Unlimited free race entries

Fabulous Phriend - \$1,500

- Company name displayed on COLORFLASH 5K website
- Company name on all signage posted (excluding lawn signs)
- Name on t-shirt
- Admission to VIP tent (refreshments and priority registration)
- 10 Free race entries

Flash Phriend - \$500

- Company name displayed on COLORFLASH 5K website
- Name on t-shirt
- Admission to VIP tent (refreshments and priority registration)
- 5 Free race entries

Sponsorship Contract - September 27, 2015

SPONSORSHIP LEVEL (check one)

- _____ Phenomenal Phriend \$7,500
- _____ Fantastic Phriend \$5,000
- _____ Fabulous Phriend \$1,500
- _____ Flash Phriend \$500

As a condition to participating in the race, the sponsor expressly releases Phoebe's Phriends from all claims for damages resulting from the cancellation of the race for any reason. As a further condition of participation, the sponsor expressly releases Phoebe's Phriends from all liabilities for any injury or loss resulting from any cause incurred during the run. The sponsor agrees to provide all necessary materials as agreed upon by the sponsor and Phoebe's Phriends.

SPONSOR APPROVAL

Name: _____

Company: _____

E-mail: _____

Signature: _____

Date: _____

To guarantee your company name on our marketing materials, we must receive your commitment by June 30, 2015.

PAYMENT AND ARTWORK

Please make checks payable to:

**Phoebe's Phriends
12 Salem Lane
Westport, CT 06880**

Please e-mail camera ready artwork (illustrator or high res photoshop / tiff) to ellenspear@aol.com

Any questions? Please call Ellen Spear at 203.247.1307 or Emily Prince at 203.451.1360



The executive board of Phoebe's Phriends thanks you for your consideration and support. Please feel free to contact us with any questions.

Phoebe's Phriends Board Members

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