



Transforming Lives, One Step at a Time

Sunday, July 22, 2012

Riverside Park

www.racesforfaces.org

Sponsorship Guide





Changing Faces, Transforming Lives



The **National Foundation for Facial Reconstruction (NFFR)** offers the gift of confidence and hope to children and adults with craniofacial deformities and their families by assuring them access to care from the world-class practitioners at the Institute of Reconstructive Plastic Surgery (IRPS) at NYU Langone Medical Center. The NFFR founded and provides sustaining support for the Institute of Reconstructive Plastic Surgery (IRPS). With the NFFR's support, the IRPS has grown from a small facial clinical team, assembled in 1955, to an internationally renowned center of excellence, treating 60,000 patients since its inception.

Children and adults with facial differences suffer from the humiliation and physical challenges caused by a wide range of craniofacial anomalies, such as a missing or deformed ear; sunken cheeks and midface; a misshapen head; a bulging hemangioma; a misalignment of the jaw; wide-spaced or bulging eyes; a large gap between the mouth and the nose; or a large vascular growth obscuring the eye or throat.

Facial differences not only affect appearance; they can also stigmatize a child socially, lead to severe depression, and impede the basic functions of breathing, hearing, seeing, and speaking – a reality IRPS's patients face every day. When we say we are changing faces and transforming lives, it is not only shaping the patient's life, but also that of the parent or caregiver as well.

www.nffr.org



Transforming Lives, One Step at a Time

The **National Foundation for Facial Reconstruction**, the **NFFR**, created **Races for Faces** to serve as an awareness and fundraising event for those affected by craniofacial differences. This day of fun, health and fitness will be a place where families and patients can come together and support each other as well as where the community and local businesses can walk together to support our neighbors in need. Only with your support can we continue to provide the life saving funds for the medical and psychosocial treatment of those with facial deformities by funding the renowned Institute of Reconstructive Plastic Surgery (IRPS) at NYU Langone Medical Center.

The NFFR relies on your donations to support the comprehensive medical treatment, psychological counseling, research, and education at the IRPS. As part of our mission, the NFFR recognizes that the effects of craniofacial differences are deep and that a long-term commitment by the patients and their families, the IRPS medical team, and the NFFR is necessary to change faces and transform lives. As long as there is a need to address the plight of children and adults with facial differences we will continue to fund the life changing programs at the IRPS. All donations are tax deductible to the fullest extent.

The generosity of NFFR's supporters enables the Institute to change the faces and transform the lives of thousands of children each year.

Thank you in advance for your support at Races for Faces!

www.racesforfaces.org





Transforming Lives, One Step at a Time

Sunday, July 22, 2012
Riverside Park

COMPANY _____
CONTACT _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
EMAIL _____

PLEASE INDICATE PAYMENT METHOD:

CHECK IS ENCLOSED-MAKE CHECKS PAYABLE TO NFFR
 VISA AMEX MC

AMOUNT \$ _____ EXP _____
CARD NO _____ CVV _____
SIGNATURE _____
PRINT NAME AS IT APPEARS ON CARD _____

CARD BILLING ADDRESS _____
CITY _____ STATE _____ ZIP _____

PLEASE MAIL OR FAX FORM WITH PAYMENT TO:

Races for Faces
National Foundation for Facial Reconstruction
333 E. 30th St. Lobby Unit
New York, NY 10016
Fax: 212-263-7534

Application and logo submission deadline for inclusion on collateral materials: 3/30/2012

Please email logo as vector eps or high res JPG to Julie Noda at julie@nffr.org
Note: There are a variety of additional sponsorship opportunities available after this initial deadline.

For more information, please contact:

Julie Noda, Marketing and Special Event Manager at 212-263-6656 or julie@nffr.org, or visit www.racesforfaces.org



All donations made to Races for Faces fund the life changing programs and services supported by the National Foundation for Facial Reconstruction. (5013c) www.nffr.org

CORPORATE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$20,000

Prominent Logo on 5,000 save the date cards
Prominent Logo on 2,500 brochures and 500 posters
Prominent logo on back of 500 shirts
Event day booth with sampling upon approval
Day of Event stage remarks from company executive
Prominent logo on starting line banner
VIP check-in at event
Opportunity to place banners along walk route
Opportunity to include literature in walker packets
Logo with live link on homesite and walk website
Included in all press releases and interviews
Included in up to 6 e-blasts to over 1,000 people
Company executive named as honorary event chair
Opportunity for in-house corporate kick-off

Gold Sponsor \$10,000

Logo on 2,500 brochures and 500 posters
Logo on back of 500 shirts
Event day booth with sampling upon approval
Logo on starting line banner
VIP check-in at event
Opportunity to include literature in walker packets
Kick off remarks from company executive
Logo on homesite and walk website
Included in up to 4 eblasts to over 1,000 people
Opportunity for in-house corporate kick off

Silver Sponsor \$5,000

Logo on 2,500 brochures and 500 posters
Logo on back of 500 shirts
Event day table with sampling upon approval
Name on starting line banner
Logo on home and walk websites

Partner \$2,500

Logo on 500 posters
Logo on back of 500 shirts
Name on starting line banner
Logo on walk website

Supporter \$1,250

Logo on back of 500 shirts
Logo on walk website

Friend \$500

Day of event sign with name



Transforming Lives, One Step at a Time

Sunday, July 22, 2012
Riverside Park

COMPANY _____
CONTACT _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
EMAIL _____

PLEASE INDICATE PAYMENT METHOD:

CHECK IS ENCLOSED-MAKE CHECKS PAYABLE TO NFFR
 VISA AMEX MC

AMOUNT \$ _____ EXP _____
CARD NO _____ CVV _____
SIGNATURE _____
PRINT NAME AS IT APPEARS ON CARD _____

CARD BILLING ADDRESS _____
CITY _____ STATE _____ ZIP _____

PLEASE MAIL OR FAX FORM WITH PAYMENT TO:

Races for Faces
National Foundation for Facial Reconstruction
333 E. 30th St. Lobby Unit
New York, NY 10016
Fax: 212-263-7534

Application and logo submission deadline for inclusion on collateral materials: 3/30/2012

Please email logo as vector eps or high res JPG to Julie Noda at julie@nffr.org
Note: There are a variety of additional sponsorship opportunities available after this initial deadline.

For more information, please contact:

Julie Noda, Marketing and Special Event Manager at 212-263-6656 or julie@nffr.org, or visit www.racesforfaces.org



All donations made to Races for Faces fund the life changing programs and services supported by the National Foundation for Facial Reconstruction. (5013c) www.nffr.org

MEDIA SPONSORSHIP OPPORTUNITIES

Radio/Television

- Up to 2 psa's per day two weeks prior to Races for Faces.
- Interview on morning, afternoon or community show with a Races for Faces representative.
- Jock chatter leading up to the walk.
- Inclusion in station email blasts with link to Races for Faces website.
- Races for Faces listed on station website community calendar.

Print Media

- Half or Full page color ads in March, April & May issues.
- Races for Faces information in event guide.
- Inclusion in magazine email blasts with link to Races for Faces website.
- Races for Faces listed on company website community calendar.

Digital Media

- Website banner ads running 1 month prior to Races for Faces.
- Races for Faces information in website event guide.
- Inclusion in email blasts with link to Races for Faces website.
- Races for Faces listed on company website community calendar.

Races for Faces

National Foundation for Facial Reconstruction to provide media outlet with the following

- Logo on 2,500 brochures and 500 posters
 - Logo on back of 500 shirts
 - Logo on starting line banner
- Event day table with sampling upon approval
 - Logo on walk website
- Announcement of media sponsorship on foundation's facebook and twitter pages