

HOPE

2018 Donate Life Texas 2nd Chance Run

hosted by


LIFE GIFT

Sponsorship Packet



Houston

Saturday, April 7, 2018
Sam Houston Race Park – NEW location
7575 North Sam Houston Pkwy. W.
Houston, Texas 77064

Deadline for sponsorships: Friday, March 16, 2018

Fort Worth

Saturday, May 19, 2018
Fort Worth Stockyards
130 East Exchange Avenue
Packers Avenue and 23rd Street – Lot 914
Fort Worth, Texas 76164

Deadline for sponsorships: Friday, April 27, 2018

Lubbock

Saturday, Aug. 11, 2018
Mackenzie Park
301 Interstate 27
Lubbock, Texas 79403

Deadline for sponsorships: Friday, July 20, 2018

Every day across the country, lives are saved and families are restored through the miracle of donation and transplantation. Even so, hundreds of thousands of men, women and children wait for their second chance at life.



Far left: The 2nd Chance Runs are fun for all ages. Here, some young participants partake in some post-race refreshments after the 2017 Houston run.

Middle: For the first time ever, LifeGift held the 2nd Chance Run in Lubbock in 2017, bringing the event to all three regions of LifeGift.

Left: The Fort Worth race will once again take place at the historic Stockyards Station near downtown Fort Worth, providing a scenic route for runners and walkers.

About the Donate Life Texas 2nd Chance Run

The Donate Life Texas 2nd Chance Run honors organ, eye and tissue donors in 109 Texas counties in North, Southeast and West Texas. While celebrating the lives saved, and offering hope to those still waiting, the event raises awareness of the need for organ, eye and tissue donation across the state.

The Donate Life Texas 2nd Chance Run became a tradition in Fort Worth more than 15 years ago and is now becoming an annual event in Houston. In 2017, LifeGift added Lubbock to the race circuit, bringing more hope to the communities we serve. With the continuous support of organizations like yours, we look forward to expanding this program even further in years to come.

About Donate Life Texas

Established by the 79th Texas Legislature in 2005, the Glenda Dawson Donate Life Texas Registry allows individuals to record legal consent for organ, eye and tissue recovery after death. Since then, legislation has created partnerships with the Texas Department of Public Safety (TxDPS) and the Texas Department of Motor Vehicles (TxDMV), which allow individuals to join the registry when applying for or renewing their driver license, ID or vehicle registration.

In late 2017, the Donate Life Texas Donor Registry celebrated its 10 millionth registration. Reaching 10 million registrations in only 10 years makes Donate Life Texas among the fastest growing donor registries in the country.

Donate Life Texas Inc., a nonprofit organization, maintains and operates the donor registry and is governed by a board of directors comprised of the CEOs of the three federally designated organ procurement organizations (OPOs) in Texas: LifeGift, Southwest Transplant Alliance and Texas Organ Sharing Alliance. It is part of the Donate Life America not-for-profit association of national organizations and local partners across the United States, serving as a national voice and inspiring all people to save and enhance lives through organ, eye and tissue donation.



A Message From Our President and CEO



Kevin Myer

Dear LifeGift Friends,

What started out more than 15 years ago in Fort Worth, the Donate Life Texas 2nd Chance Run has grown to symbolize hope for thousands of men, women and children in need of lifesaving transplants and as a special way to honor organ, eye and tissue donors who generously gave the precious gift of life.

In 2017, we were proud to bring this inspiring tradition to the Lubbock area – in addition to the established races in Fort Worth and Houston – touching more lives than ever before. Several years ago, we set a course to expand the Donate Life Texas 2nd Chance Runs in all regions of LifeGift and we've done it, bringing more hope to more people through the fellowship offered by these events.

I look forward to seeing you for one, two or all three races as we continue to create more opportunities to save lives through organ, eye and tissue donation across our great state of Texas!

Sincerely,

A handwritten signature in black ink that reads "Kevin A. Myer". The signature is written in a cursive, flowing style.

Kevin A. Myer
President and CEO, LifeGift
Secretary/Treasurer, Donate Life Texas

We Offer Hope

We are pleased to invite your organization to join our efforts to honor heroes and provide more second chances. Your organization's financial gifts will support the race logistics, and any additional funds will help finance our Donor Family Services program, providing more ways for donor families to honor and remember their loved ones.

1. Donor Remembrance Ceremony: An annual tradition, the "Celebration of Life" Donor Remembrance Ceremony pays tribute to those who gave the gift of life. Each family receives a donor medal, symbolizing their loved one's precious gifts.

2. Donate Life Rose Parade Float: Donor families sometimes participate in the Donate Life Rose Parade Float on New Year's Day in Pasadena, California. Their loved one's photo is recreated into a floragraph, a portrait made of all natural materials that adorns the float as a special remembrance. Pictured is the Klein family of Houston, putting the finishing touches on a floragraph in honor of their daughter, Anna. The floragraph appeared on the 2018 Donate Life Rose Parade Float, "The Gift of Time."

3. Donate Life Transplant Games: Attending the Donate Life Transplant Games is a unique way to honor a loved one who gave the gift of life. A multisport festival, the event is for individuals who received organ, eye, tissue and bone marrow transplants and celebrates the lives of organ and tissue donors. In 2018, the Games will be held in Salt Lake City, Utah.

4. Donate Life Texas 2nd Chance Run: Many families will assemble teams in memory of their loved ones who gave the gift of life during the Donate Life Texas 2nd Chance Run hosted by LifeGift. For four consecutive years, the family of Xander Vento, organ and tissue donor, has been crowned the largest team at the Fort Worth Run.

5. Donor Family/Recipient Gathering: LifeGift orchestrates donor family/recipient gatherings, should both parties agree to meet. Eva Garcia, mother to donor Estaban Garcia, receives a warm embrace after meeting her son's kidney/pancreas recipient.



Thank you
for considering how you might
generously partner with LifeGift and
Donate Life Texas in the efforts to
increase the number of lives saved
through organ and tissue donation.



2018 2nd Chance Run Sponsorship Benefits

	Champion - \$5,000	Legacy - \$3,000			Guardian - \$2,500		
	Stage/Presenting	Start/Finish Line	Reg./Check-In Tent	Donor Remembrance Tent	Food Tent	Kids Zone	Photo Booth Sponsor
Sponsorships Available	1	1	1	1	1	1	1
Complimentary Race Registrations	5	4	4	4	3	3	3
Race T-shirts							
Logo on t-shirts	Large logo	Large logo	Large logo	Large logo	Medium logo	Medium logo	Medium logo
Marketing Material							
Logo printed on promotional material	X	X	X	X	X	X	X
Logo on press releases	X	X	X	X			
Logo on race website	X	X	X	X	X	X	X
Name on race website							
Logo/name on race registration e-blasts	X	X	X	X			
Access to include promotional materials or products in race day bag	X	X	X	X	X	X	X
Social Media							
Exclusive tagged social media shoutouts	X	X	X	X			
Sponsor "thank you" shoutouts	X	X	X	X	X	X	X
Banners and Signage							
Stage naming rights (exclusive banner)	X						
Start/finish line naming rights (exclusive banner)		X					
Pre-race packet pickup naming rights (listed on e-blasts and hotel signs)			X				
Branded race tent for designated sponsor area (banner)			X	X	X	X	X
Branded race water station (sign)							
Branded mile marker (sign)							
Sponsor "thank you" signage	X	X	X	X	X	X	X
Course sign (provided by sponsor)	3	2	2	2	1	1	1
Announcements							
Company-specific announcement	X	X	X	X	X	X	X
General announcements							
Award presenter	X	X	X	X	X	X	X
Exclusive opportunity to speak on stage before the race	X						
Race Village							
Complimentary exhibitor booth (1 tent, 1 table, 2 chairs)	X	X	X	X			
Complimentary exhibitor slot (tent provided by sponsor)	X	X	X	X			
Discounted exhibitor booth (1 tent, 1 table, 2 chairs)					X	X	X
Medal distribution volunteers	X	X					



2018 2nd Chance Run Sponsorship Benefits *continued*

	Hero - \$1,500	Partner - \$1,000	Stewards - \$700	Friends - \$200
	Water Station	Marketing/Exhibitor	Mile Marker	
Sponsorships Available	3	unlimited	3	unlimited
Complimentary Race Registrations	2	1	0	0
Race T-shirts				
Logo on t-shirts	Medium logo	Small logo	Small logo	Small logo
Marketing Material				
Logo printed on promotional material				
Logo on press releases				
Logo on race website	X			
Name on race website		X	X	X
Logo/name on race registration e-blasts				
Access to include promotional materials or products in race day bag	X	X	X	
Social Media				
Exclusive tagged social media shoutouts		X		
Sponsor "thank you" shoutouts	X	X	X	X
Banners and Signage				
Stage naming rights (exclusive banner)				
Start/finish line naming rights (exclusive banner)				
Pre-race packet pickup naming rights (listed on e-blasts and hotel signs)				
Branded race tent for designated sponsor area (banner)				
Branded race water station (sign)	X			
Branded mile marker (sign)			X	
Sponsor "thank you" signage	X	X	X	X
Course sign (provided by sponsor)	1	1		
Announcements				
Company-specific announcement				
General announcements	X	X	X	
Award presenter				
Exclusive opportunity to speak on stage before the race				
Race Village				
Complimentary exhibitor booth (1 tent, 1 table, 2 chairs)		X		
Complimentary exhibitor slot (tent provided by sponsor)		X		
Discounted exhibitor booth (1 tent, 1 table, 2 chairs)	X			
Medal distribution volunteers				

A Donor Family's Story

Manuel Romero and Lisa Corpus describe "hope" as being knocked down by a storm, but recognizing God's rainbow. "We found part of our rainbow when we met the young recipient of one of our son's organs," Lisa said. A severe asthma attack claimed 2-year-old Benjamin in 2013, but they donated his organs to save the lives of other children. "If it were the other way around, we would want someone to make the decision that could save our baby's life." A little more than two years later, they met Benjamin's liver recipient, 4-year-old Jacob Lopez-Goday, and his family. Together, they laid flowers at Benjamin's grave. "It's hard to put into words all that has transpired," Lisa said. "We're family now."

Before losing their son, Manuel and Lisa didn't think much about organ donation. Now, they share their testimony wherever they can. They work health fairs for LifeGift and participate every year in the Donate Life Texas 2nd Chance Run in Fort Worth and have emerged as one of the event's largest teams.

"We learned the miracles and impact an organ/tissue donor can have on so many lives. It's a beautiful and selfless thing to do," said Lisa.



Lisa and Manuel pose for a photo with Kevin Myer, LifeGift's president and CEO, after being recognized as one of the largest teams during the 2016 event in Fort Worth.

Volunteer

Are you looking to get involved in an inspiring event, an event that will offer hope to others? Use your time and talents to save lives through organ, eye and tissue donation. We need your help.

If you or your organization is interested in participating in the Donate Life Texas 2nd Chance Run in Houston, Fort Worth or Lubbock, please contact the following individuals in their respective areas:

Houston

Kellye Moran
kmoran@lifegift.org
713-349-2571

Fort Worth

Lydia Stoner
lstoner@lifegift.org
817-348-5002

Lubbock

Sheena Smith-McBride
smcbride@lifegift.org
806-798-5568

Contact Information

For more information or to sponsor, please contact:

Amy Fisher – amy@fisherevents.net

Paul Winston – paul@razormgmt.com

Laura Frnka-Davis – ldavis@lifegift.org



www.2ndchancerun.org