



**APRIL 10-18, 2021**

**SPONSORSHIP OPPORTUNITIES**

**[DonorDash.org](https://DonorDash.org)**



# Dash to Save Lives

Join Gift of Life Donor Program to raise awareness for organ and tissue donation by supporting our **Virtual Dash From Home – over a week of fun and community from Saturday April 10 to Sunday, April 18**. The Dash, held each April during National Donate Life Month, brings together thousands to celebrate the life-saving power of organ and tissue transplantation and honors all donors who give others a second chance at life. Last year and this year it is being held virtually due to the pandemic. Even though we will not be physically together in one location, we will be joined virtually as one strong Gift of Life community.

Dash From Home will include a Spirit Week of fun activities and contests. Participants will have the opportunity to walk or run in their favorite place and on their own time while supporting our life-saving mission. Last year's Dash From Home was an outstanding success. Organ donation advocates participated by walking and running at a safe social distance from home and helped raise awareness for organ and tissue donation throughout the day by sharing on social media with the widely used hashtag #DashFromHome on multiple platforms.

Since 1996, a quarter of a million people have attended the Donor Dash and its life-saving message has reached millions through media and community participation. Our largest fundraiser, all proceeds from the Dash benefit the Transplant Foundation, the charitable foundation that supports programs and activities for donor and recipient families. These include Team Philadelphia's participation at the Donate Life Transplant Games of America and Gift of Life Family House.

The need to educate the public about the importance of registering as an organ and tissue donor is a critical and escalating public health issue. With ongoing advancements in transplantation, the need for organ donation grows. Twenty people die each day in the U.S. waiting for an organ. Currently there are more than 5,000 men, women and children in our region waiting for a life-saving organ transplant and more than 100,000 nationally. Gift of Life welcomes your partnership in helping us raise awareness of this important issue.

# Sponsorship Opportunities

	Presenting \$25,000	Platinum \$15,000	Diamond \$10,000	Silver \$7,500	Bronze \$5,000	Supporter \$3,000	Patron \$1,000
Kick-off program sponsor							
Co-branded Facebook Post							
Logo on event flyer (logo needed by 2/8)							
Ala Carte options (See below for details)	All	Three	Two	One			
Logo on virtual event signage							
Logo on t-shirt	Front and back	Prominent on back	Logo on back	Logo on back	Logo on back	Name Only	
Virtual welcome bag link or PDF							
Dash entries	30	20	15	10	8	5	4
Listed in newsletter and press release							
Linked on Dash website	Logo	Logo	Logo	Logo	Logo	Name	Name

## Ala Carte Options

### Dash discount code for employees

A special code just for your employees to use at an increased discount of \$7 off

### Logo on Facebook event banner

Your company logo will be displayed on the event cover photo on the official Facebook event

### Dedicated e-blast to Dash email distribution list (over 25,000)

We will work together to create an e-blast to be sent out to our email list of over 25,000

### 10 extra Dash registrations

Use 10 extra Dash registrations to grow your team or use as gifts

# Additional Opportunities

All opportunities come with:  
virtual welcome bag item, 4 entries, and name on website, in press release and newsletter

## **Interactive Activity Sponsor (1 available)- \$5,000**

During the event spirit week, your company will be the sole sponsor of a special interactive activity hosted through Kahoot. A company rep will have the opportunity to provide a welcome video for event attendees and company logo will be co-branded on event slides.

## **Commercial During Virtual Event (4 available)- \$4,000**

Host a 30 second commercial to be featured during the Live event broadcast. Your company will provide the commercial. Can be a pre-existing organization promotional video or something created specifically for the event.

## **Co-Branded Event Hat (1 available)- \$3,000**

Co-brand a Hat sold during registration as a premium item to buy in addition to event registration. Company logo will go on the back of the hat. Gift of Life will provide organization with 20 comp hats.

## **Branded Waiting Room Sponsor- (2 available) \$2,000**

During the 10 minutes leading up to the event, your organizations logo will be featured during the event slideshow.

## **Matching Gift Sponsor (2 available)- \$1,500**

Two week social media and e-blast campaign (per sponsor) with 2-3 e-blasts sent to Dash participants to promote Matching Gift Partnership. E-blast distribution list is 25K+.

## **Dash Team T-Shirt Contest Sponsor (1 available)- \$1,500**

E-blasts to promote the contest will include sponsor logo and acknowledgements. During the virtual event broadcast, opportunity to provide a branded contest prize and announce the winner.

For more information about Gift of Life, visit [donors1.org](http://donors1.org)

# Contact

For more information about corporate sponsorship opportunities please contact:

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Or visit [www.donordash.org](http://www.donordash.org)



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**DONOR PROGRAM**  
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