



COMMEMORATE. EDUCATE. CELEBRATE.

25th Anniversary Gift of Life Donor Dash

April 24, 2022 5K RUN | 10K RUN | 3K WALK

Philadelphia Museum of Art
DonorDash.org



Sponsorship
Opportunities

Dash to Save Lives

You can come in first place by supporting a second chance at life as part of Gift of Life Donor Program's Donor Dash. For 25 years, Donor Dash has been our region's premier fundraising and awareness-raising event dedicated to the life-saving and transformative power of organ and tissue donation. **By sponsoring the Dash, your company will partner with the nation's leading organ procurement organization and help us save more lives.**

The Event | Our 25th anniversary Donor Dash will be our biggest event of the year as we welcome supporters back in person outside the Philadelphia Museum of Art to enjoy the inspiring camaraderie of our Gift of Life family – a dynamic community filled with compassion, generosity and gratitude. The day will include 5K and 10K runs, a Kids Fun Run, and the emotional highlight, a 3K walk featuring a cheering crowd of family and friends celebrating transplant recipients, honoring heroic donors, supporting patients on the waitlist and embracing our life-saving mission. Donor Dash will include a virtual option so that anyone, anywhere can be part of this truly special event.

The Reach | More than a quarter of a million people of all ages have taken part in the Donor Dash since its founding, and our virtual Dash in 2021 included participants in 37 states. The life-saving message of Dash reaches millions more each year through media and community participation. It all happens during April - National Donate Life Month – to raise awareness of organ and tissue donation, register more donors and pay tribute to those who gave the gift of life.

The Reason | More than 5,000 children and adults in our region are waiting for a life-saving organ transplant and more than 100,000 are on the national waitlist. Seventeen people die each day waiting in the U.S., making organ donation a critical public health issue. Donor Dash is a powerful opportunity to educate our community about organ and tissue donation so that no one dies waiting. Proceeds from the Donor Dash benefit Gift of Life Donor Program's Transplant Foundation, the charitable entity that supports programs and activities for donor families and transplant recipients. Gift of Life partners with a regional network of 128 donor hospitals and 15 transplant centers, plus medical leaders across the country. Your support of the Dash will help give others a second chance at life. For more information, visit donors1.org.



Dash at a Glance

Event Demographics

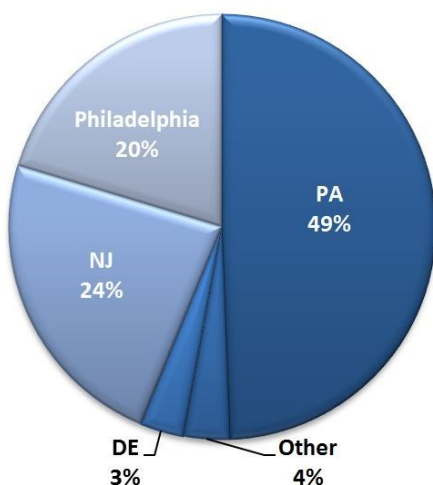
Where - Philadelphia Museum of Art and Virtual
Events - 10K Run, 5K Run, 3K Walk, Kids Fun Run
Average Participants - 14,000+
Teams - 400
Volunteers - 300
Raised - \$600,000+

Media & Marketing

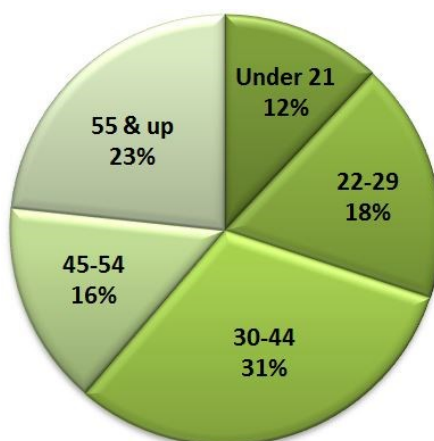
213+ Media mentions
86 TV & Radio Segments
127 Online & Print Articles
20.1 Million Estimated Local Audience
Featured on: 6abc, CBS3, Fox29, NBC10,
KYW Newsradio, WDAS-FM,
Philadelphia Inquirer, Philadelphia Tribune

Participant Demographics

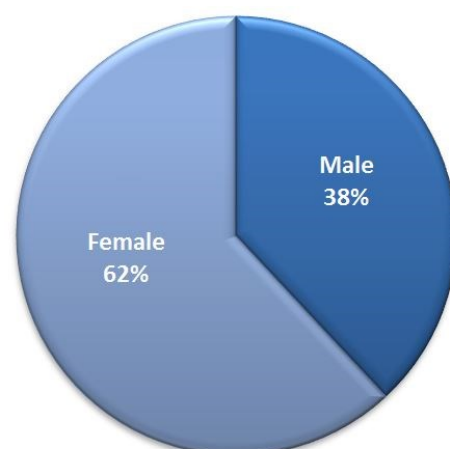
Location



Age Range

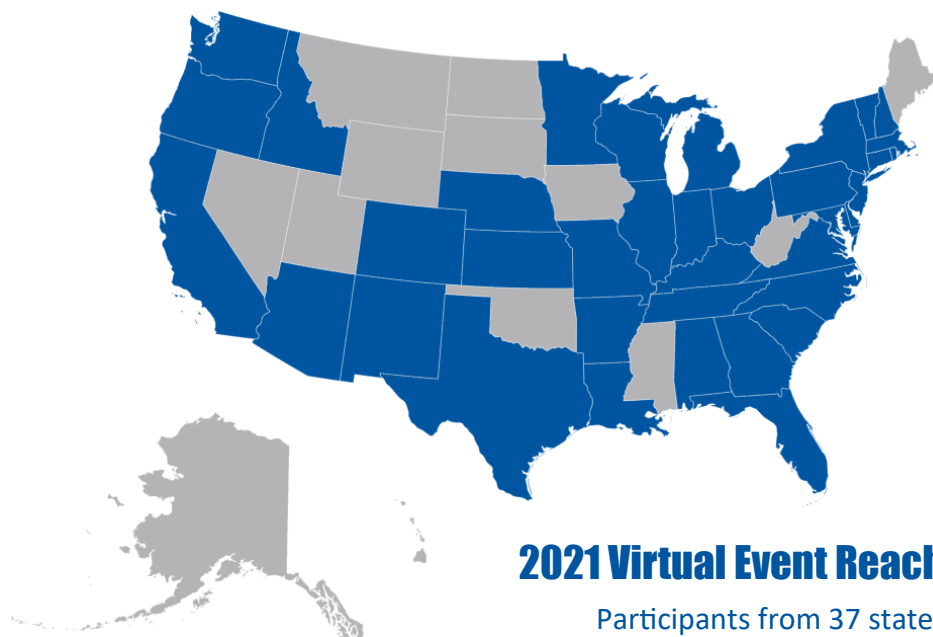


Gender



Social Media Followers

Facebook: 63,000+
Instagram: 7,300+
Twitter: 4,200+


















2021 Virtual Event Reach

Participants from 37 states

Sponsorship Opportunities

All opportunities include: table in the Donor Dash Sponsor area, listing in Donor Dash press release, listing in post event newsletter, and access to the official Donor Dash social media toolkit.

	Presenting \$25,000	Platinum \$15,000	Diamond \$10,000	Silver \$7,500	Bronze \$5,000	Supporter \$3,000	Patron \$1,000
Logo on Dash bibs							
Co-Branded paid Facebook post							
Logo on Event Start/Finish signage							
Company specific Dash discount code							
Logo on day of event signage							
Logo on t-shirt	Front and back	Prominent on back	Logo on back	Logo on back	Logo on back	Name Only	
Dash registrations	30	20	15	10	8	6	4
Listing on Dash website	Logo	Logo	Logo	Logo	Logo	Name	Name

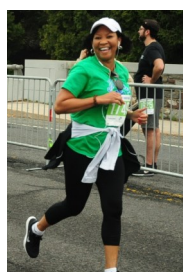
Gift of Life's Audience

Gift of Life Newsletter circulation - 140,000

Gift of Life E-News distribution - 20,000

Gift of Life Donors1.org April

Avg. 25,000+ unique visitors



Additional Opportunities

All opportunities include: 4 Dash registrations, table in the Donor Dash Sponsor area, listing in Donor Dash press release, listing in post event newsletter, and access to the official Donor Dash social media toolkit.

Kids Fun Run Sponsor (1 available)- \$5,000

Logo on signage at Kids Fun Run race start and finish, opportunity for company representative to announce Kids Fun Run race start, opportunity to provide a kid-friendly giveaway.

Dash Backpack Sponsor (1 available)- \$5,000

Logo on backpack given to first 2,500 people registered for the Dash.

Facebook/Instagram Stories Takeover (1 available)- \$4,000

Take over the Gift of Life Facebook and Instagram stories for a day. Work with the Gift of Life social media team to share a day in the life of someone in your transplantation and donation community or highlight a staff member. Date of takeover to be agreed upon with Gift of Life.

Water Stop Sponsor (2 available)- \$3,500

Logo on signage on or around water stops.

Volunteer Sponsor (1 available)- \$2,000

Co-branded sponsor on back of volunteer shirts worn by 300+ day of event volunteers.

Dedicated Dash Eblast (2 available)- \$1,500

One co-written eblast sent to all Dash participants. 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. At the Dash, opportunity to provide a branded contest prize and announce the winner from stage.

In-Kind Donations

Items considered vital for the event, such as beverages and snacks, will be categorized at 100% of their retail value. In-kind donations will be accepted at the discretion of Gift of Life Donor Program.

25th Annual Dash Medal Sponsor

\$8,000

- Co-Branded medal for all in-person runners
- Table at Dash
- 4 Dash Entries
- Name on Dash Website
- Name in Dash press release
- Name in Gift of Life newsletter

SOLD



Engage Your Employees

Educate Your Employees

Contact Gift of Life for materials about organ donation and transplantation or request a Gift of Life representative to educate your employees about our mission.

Host a Donor Drive

Host an event at your building encouraging employees to register as an organ and tissue donor. Have departments compete against one another to see which one can register the most people.

Team Building Opportunities

Promote healthy living and team building by starting a Dash team. Employees can work together on fundraising ideas and contests.

Encourage Matching Gifts

Increase your corporate team's fundraising by offering to match employee donations.

Hold Fundraising Competitions

Encourage employee participation by holding friendly fundraising competitions. Examples include: penny wars, dress down days or baking contests.

Volunteer

Encourage employees to volunteer for the Dash or events leading up to the Donor Dash, such as the pre-event packet pickup.

For more information about Gift of Life, visit donors1.org

