



COMMEMORATE. EDUCATE. CELEBRATE.

GIFT OF LIFE

DONOR DASH

5K RUN | 10K RUN | 3K WALK

APRIL 2023



Philadelphia Museum of Art
DonorDash.org



**Sponsorship
Opportunities**

Dash to Save Lives

Join our community of heroes by supporting Gift of Life Donor Program's Donor Dash. For more than a quarter century, Donor Dash has been our region's premier fundraising and awareness-raising event dedicated to the life-saving power of organ and tissue donation. **By sponsoring the Dash, your company will partner with our nation's leading organ procurement organization and help us save more lives.**

The Event | Our 26th anniversary Donor Dash will be our biggest event of the year as an energized crowd of thousands of supporters gathers in front of the Philadelphia Museum of Art. Dash showcases the inspiring camaraderie of our Gift of Life family – a dynamic community is filled with compassion, generosity and gratitude. The day will include fun family activities like cornhole and face painting, 5K and 10K runs, a Kids Fun Run, and the exciting highlight: a 3K walk featuring a cheering crowd 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, with an average of 10,000 people joining us on the Ben Franklin Parkway each year. Plus, supporters in more than 30 states have dashed virtually since 2020. 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. Twenty 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 125 donor hospitals and 14 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.

Past Dash Sponsors Say:

- *Gift of Life is always so wonderful and has such nice employees and volunteers.*
- *Very well run and you can just feel the care and respect for the donors, donor families and transplant recipients.*
- *It was a great chance for us to reach people across our community. Our employees loved working together to build our team and walk together for such an important cause.*
- *It was so fun! So many games and activities and the race was great!*
- *The event was organized and ran very well for the (large) amount of people who attended.*
- *There were lots of volunteers who were very helpful and friendly.*

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 - 12,000+
Teams - 250+
Volunteers - 200+
Raised - \$475,000+

Media & Marketing

230+ 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

Gift of Life Newsletters

146,000+ Circulation

Gift of Life Web Traffic

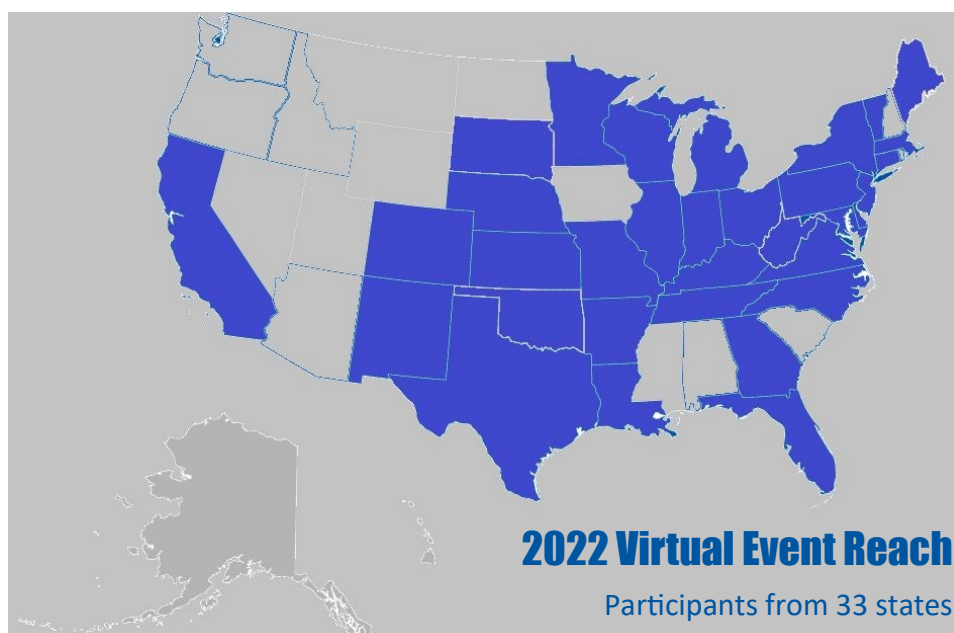
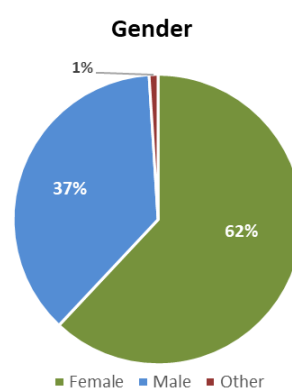
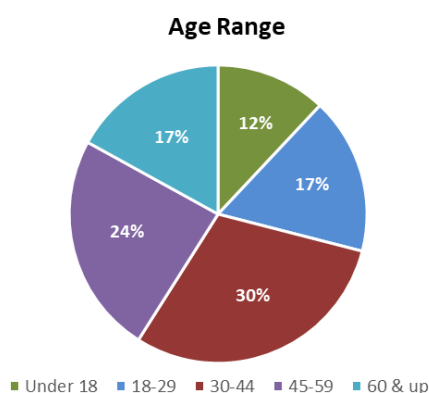
Avg. 29,000+ unique visitors
87,000+ pageviews

Social Media Followers





























Facebook: 64,800+
Instagram: 7,700+
Twitter: 4,200+
LinkedIn: 7,100+



Participant Demographics



Sponsorship Opportunities

	Presenting \$25,000	Platinum \$15,000	Diamond \$10,000	Silver \$7,500	Bronze \$5,000	Supporter \$3,000	Patron \$1,500
Logo on Dash bibs							
Facebook post (65k followers)							
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
Table at Dash							
Press release listing & event newsletter							

New in 2023!

All Dash Sponsors will also be acknowledged sponsors of two other signature programs

Camp Jeremy

Two children's programs including a week-long summer day camp and virtual winter program for transplant recipients and their siblings, and children waiting for a transplant.

Organ Transplant Candidate Webinar

A virtual program to educate transplant patients and their families on the organ donation, allocation, and transplantation process.

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 2,000 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 . Share a day in the life of someone in your transplantation and donation community . Includes 1 standalone post on each platform. Date of takeover to be agreed upon with Gift of Life.

Water Stop Sponsor (2 available)- \$3,000

Logo on signage on or around water stops.

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

Co-branded sponsor on back of volunteer shirts worn by 200+ day of event volunteers.

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

One co-written E-blast 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.

Dash Finisher Medal Sponsor

\$8,000

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



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

[Encourage employees to register as organ and tissue donors.](#) Have departments compete against one another to see which one can register the most people.

Start a Dash Team

Promote healthy living and team building by starting a Dash team. Employees can participate either in-person or virtually.

Encourage Matching Gifts

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

Volunteer

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

