



COMMEMORATE. EDUCATE. CELEBRATE.

GIFT OF LIFE

DONOR DASH

Sunday, April 28, 2024

5K RUN | 10K RUN | 3K WALK

DonorDash.org



at the

**NAVY
YARD**

PHILADELPHIA

Marine Parade Grounds

**SPONSORSHIP
Opportunities**



Dash to Save Lives

Join our community of heroes by supporting Gift of Life Donor Program's Donor Dash. For 27 years, 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 organization will partner with the nation's leading organ procurement organization and help us save more lives.**

The Event | The 27th anniversary Donor Dash, our biggest event of the year, will feature an energized crowd celebrating transplant recipients, honoring heroic donors, supporting patients on the waitlist and embracing our life-saving mission. The fun and excitement of Dash includes family-friendly games and activities, live music, a Kids Fun Run and the three main events: 5K and 10K runs plus a 3K walk. There's a virtual option so that anyone, anywhere can participate.

The Reach | Donor Dash attracts about 10,000 people in person each year. More than a quarter of a million people of all ages have taken part in Dash since it began. 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. Seventeen people die each day waiting in the U.S. This is a public health issue we can all help address by signing up to become a donor — and Donor Dash spreads this life-saving message. Proceeds from Donor Dash benefits Gift of Life 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 126 donor hospitals and 12 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.

What's Special About Dash?

Here's what sponsors and Dashers say:

- It is a fantastic family event to celebrate all involved in organ donation.*
- Great event to remember and thank donor heroes and to celebrate transplant recipients.*
- Very well run and you can just feel the care and respect for the donors, donor families and transplant recipients.*
- It was great seeing so many transplant centers, donors, donor families and recipients.*
- The event was organized and ran very well for the (large) amount of people who attended.*

Scan or click here see our 2023 video!



Dash at a Glance

Event Demographics

Where - Philadelphia Navy Yard
Events - 10K Run, 5K Run, 3K Walk, Kids Fun
Run Average Participants - 10,000+
Teams - 225+
Volunteers - 130+
Raised - \$545,000+

Media & Marketing

319 Media mentions
256 TV & Radio Segments
63 Online & Print Articles
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. 39,000+ unique visitors
215,000+ pageviews

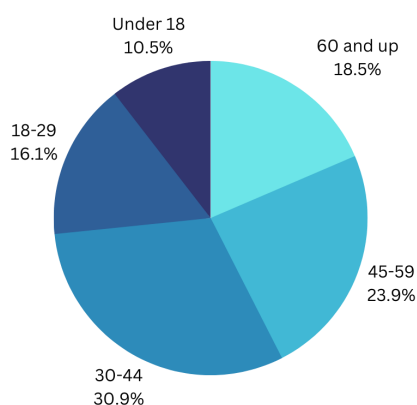
Social Media Followers

Facebook: 66,000+
Instagram: 8,100+
Twitter: 4,200+
LinkedIn: 8,200+

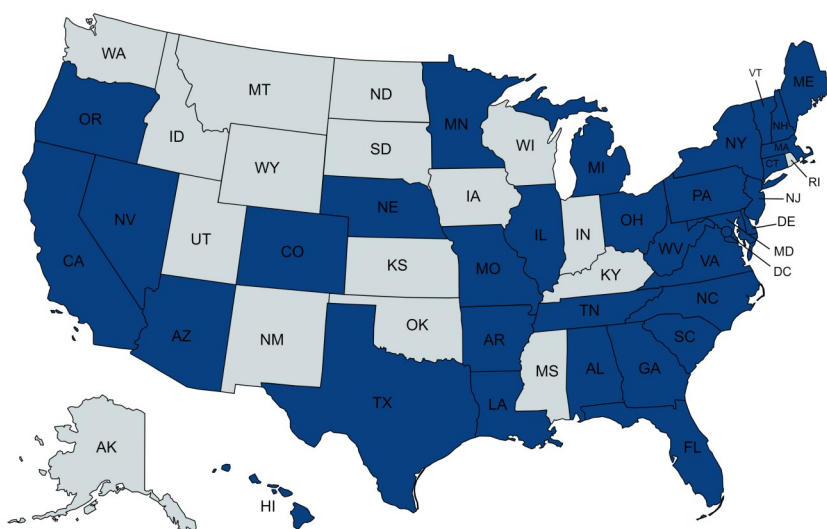
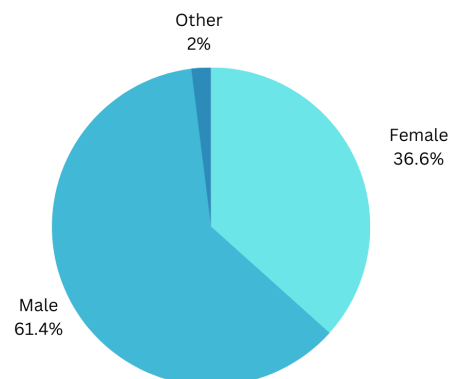


Participant Demographics

Age Range































Gender



2023 Virtual Event Reach

Participants from 34 States

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/Event Flyer*	Logo	Logo	Logo	Logo	Logo	Name	Name
Table at Dash							
Press release listing & event newsletter							

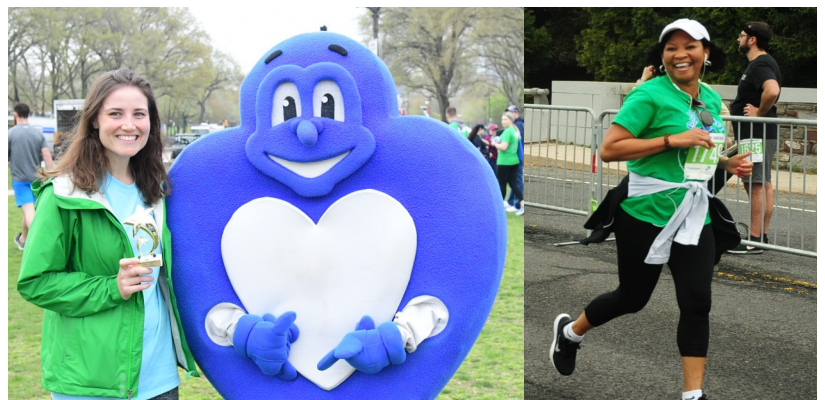
* Logo must be submitted by February 15th to be included on event flyer.

Team Philadelphia Sponsorship

Added Benefit for 2024!

All Dash sponsors will also be recognized as Team Philadelphia sponsors, including being featured on the back of team t-shirts and listed on teamphilly.org.

Team Philadelphia is a group of transplant recipients, living donors, donor families, and supporters who attend and compete at the bi-annual Transplant Games of America, an Olympic-style competition for recipients and living donors.



Additional Opportunities

All opportunities include: 4 Dash registrations, table in the day of sponsor area, listing in Donor Dash press release, and listing in post event newsletter.

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 1,500 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 . 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 (1 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 130+ 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.

Vendor Table-\$750

Table in the Donor Dash Sponsor area and listing in Donor Dash press release and post event newsletter.

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 Designation 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.

