



Dear Friend:

Diabetes is a problem of epidemic proportion in our society. The best way to manage diabetes and to prevent or delay complications is through education. Chester County Hospital is proud to offer the most comprehensive Diabetes Self-Management Program in our region. As the number of our friends and family members diagnosed with diabetes continues to rise, charitable funding for this important initiative becomes even more important.

We are excited to invite you to participate in the **24th Annual Dash 4 Diabetes 5K, Walk and Kids Fun Run on Saturday, April 7, 2018**. Your support as a 2018 Dash Sponsor will allow us to continue to offer the most comprehensive Diabetes Self-Management Program in our region.

Sponsoring the Dash offers your business the opportunity to showcase your community involvement, foster wellness for your employees and customers, provide team building opportunities and market your company in a unique way.

Enclosed, please find the opportunities and benefits for ways our organizations can partner on the Dash 4 Diabetes. If you have any questions, I can be reached by email at Lauren.Roscovich@uphs.upenn.edu or by phone at (610) 431-5328.

Having access to the finest care in our own backyard is the direct result of support from friends like you. Thank you for your consideration.

Sincerely,

Lauren Roscovich
The Chester County Hospital Foundation
Manager of Events and Volunteer Fundraising

THE CHESTER COUNTY
HOSPITAL *Foundation*

701 East Marshall Street
West Chester, Pennsylvania 19380
Ph: 610.431.5054 • Fx: 610.738.2830
www.ChesterCountyHospital.org/Giving



SPONSORSHIP OPPORTUNITIES

Dash with us in downtown West Chester on April 7, 2018 to help fight diabetes!

The Dash includes a 5K Run, 2.5K Walk and Kids Fun-Run all to support the Diabetes Self-Management Program at Chester County Hospital. Sponsoring the Dash is a great way to encourage employee wellness and team building while marketing your business and conducting community outreach. We hope you can join us this year!

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000	DASH TEAM \$500	DASH FRIEND \$350
Exclusive naming rights to the "24 th Annual (Your Company Name) Dash 4 Diabetes"	✓					
Company name appearing on all print and digital marketing for the Foundation's Spring events listings	✓					
Your company name/logo incorporated into 2017 Official Dash 4 Diabetes event logo – printed on signage and 1,000+ t-shirts	✓					
Speaking opportunity during check presentation at starting line in front of 1,000 people	✓					
Complimentary Dash 4 Diabetes 5K Run/Walk entries, including race t-shirt	100	70	40	25	15	3
Company recognition on the back of all Dash race t-shirts (1,000+)	Logo	Logo	Logo	Logo	Name	Name
Company supplied banner positioned at the Start/Finish Area	2	2	1	1		
Recognition and link in one e-blast prior to the event and in thank you email post event	Logo	Logo	Logo	Name		
Recognition and link on the Dash website	Logo	Logo	Logo	Logo	Name	
Recognition on Mile Marker and Sponsor Banner at the Dash	Logo	Logo	Logo	Name		
Social media recognition pre and post event	Logo	Logo	Logo	Name		
Opportunity to Display Your Products and Literature at the Event	✓	✓	✓	✓		
12-month presence on sponsorship area of the Dash webpage and ChesterCountyHospital.org	✓	✓	✓	✓		
Option to have custom sponsor shirts in place of the race shirt, for your team (must have 20 or more team members) with 1 color company logo on front*	✓	✓	✓	✓		
Option to have a team after-party following the race with complimentary appetizers at a bar in West Chester (Location TBD)	✓	✓	✓	✓	✓	
Flat discount rate for any additional team participants of \$20 per person	✓	✓	✓	✓	✓	✓
Easy Online Registration for your Employees/Team Members	✓	✓	✓	✓	✓	✓
Professional Group Photo at Event	✓	✓	✓	✓	✓	✓
Right-to-use event marks and logo in advertising and promotions, including website	✓	✓	✓	✓	✓	✓

Sponsorship deadline in order to be included on all materials is February 23, 2018.



SPONSORSHIP CONFIRMATION

YES! I WOULD LOVE TO SUPPORT THIS YEAR'S DASH 4 DIABETES!

(Please check your participation level)

- \$10,000 Presenting Sponsor
- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor
- \$1,000 Bronze Sponsor
- \$500 Dash Team
- \$350 Dash Friend
- \$_____ I cannot attend, but please accept this 100% tax-deductible donation.

Note: Checks should be made payable to CCHF Dash

SPONSOR CONTACT INFORMATION:

Sponsor Name: _____

Contact Name: _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

Date: _____

NOTE: Please email a copy of your logo as a high resolution pdf or 300 dpi jpeg to Lauren Roscovich at Lauren.Roscovich@uphs.upenn.edu by February 23, 2018 to be included on all sponsor materials.

PLEASE RETURN THIS FORM BY FEBRUARY 23:

By Mail:

The Chester County Hospital Foundation
Attn: Dash 4 Diabetes
701 E. Marshall Street, West Chester, PA 19380

By Email:

LaurenRoscovich@uphs.upenn.edu

By Fax:

610.738.2830 (Attn: Lauren Roscovich)

QUESTIONS ABOUT SPONSORSHIP?

Please contact Lauren Roscovich at Lauren.Roscovich@uphs.upenn.edu | 610.431.5328