

ROAR *Through* YBOR



Friday, March 31, 2023

6PM

Centennial Park, Ybor City

www.Runsignup.com/RoarThroughYbor

Sponsorship Opportunities

To benefit:



LifeLink Legacy Fund[®]



Become a Sponsor

The 2023 Roar Through Ybor is an Annual 5K Race and 1-Mile Fun Run event that supports organ, eye, and tissue recovery to benefit individuals in need of lifesaving and life-transforming transplantation therapy through two nonprofit organizations: LifeLink Legacy Fund® and Lions Eye Institute Foundation*. Together we are dedicated to raising awareness for these vital causes both in Tampa Bay and around the world. Become a sponsor today and join us on the journey to bringing the gift of sight to Tampa Bay and throughout the world.

Who We Are

LifeLink Legacy Fund® is a non-profit 501(c)3 that supports the mission of LifeLink® Foundation. LifeLink Legacy Fund also provides funding to pre- and post- organ transplant patients in financial need, and various research initiatives. To-date, LifeLink Legacy Fund has provided more than \$2 million benefitting organ transplant patients. For more information visit LifeLinkLegacyFund.org.

Founded in 1973, the Lions Eye Institute for Transplant and Research is the largest combined eye bank, tissue recovery, and ocular research center in the world. It serves as the bridge between tissue donation and transplantation. As a nonprofit, charitable organization, the Lions Eye Institute for Transplant and Research is dedicated to the recovery, evaluation, and distribution of eye tissue for transplantation, research, and education. In 2022, LEITR acquired the Seattle based eye bank SightLife. Since the inception of both programs, they have brought the “Gift of Sight” to more than 500,000 men, women, and children worldwide. For more information, visit LionsEyeInstitute.org.

*Please note: Sponsorship funds will be directed fully to soliciting organization, unless otherwise agreed upon by respective sponsor.

Race Medal Sponsor (Exclusive) - \$10,000 – Deadline 2/1/2023

Recognition Benefits:

- Co-branded sponsor logo on lanyard ribbon for finisher medals that will be distributed to all event participants
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event

Participant Benefits:

- 15 complimentary race entries, which includes: official race shirts, finisher medals, and runner’s bibs

Libations Sponsor (Exclusive) - \$10,000

Recognition Benefits:

- Logo recognition on all cups and napkins at the beer and wine tent
- Exclusive signage at the beer and wine tent with your logo
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event

Participant Benefits:

- 15 complimentary race entries, which includes: official race shirts, finisher medals, and runner’s bibs



Finish Line Sponsor (Exclusive) - \$7,500

Recognition Benefits:

- Organization logo displayed at the finish line and featured in all finish line photos
- Inclusion in "Participant Facts" email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event

Participant Benefits:

- 10 complimentary race entries, which includes: official race shirts, finisher medals, and runner's bibs

Fun Run Sponsor (Exclusive) - \$7,500

Recognition Benefits:

- All references to the 1-Mile Fun Run will include your name/logo
- Opportunity to conduct a fun, family-friendly warm up at the starting line for the 1-Mile Fun Run
- Inclusion in "Participant Facts" email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event

Participant Benefits:

- 10 complimentary race entries, which includes: official race shirts, finisher medals, and runner's bibs



Award Sponsor (Exclusive) - \$5,000

SOLD TO TAMPA GENERAL HOSPITAL

Recognition Benefits:

- Organization logo recognition on back of awards given to top three finishers in each category
- Awards will be mailed to the award winners after the race. Inside that mailing includes a letter from YOU thanking them for their participation and congratulating them on their win
- Inclusion in "Participant Facts" email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event

Participant Benefits:

- 8 complimentary race entries, which includes official race shirts, finisher medals, and runner's bibs

Snack Station Sponsor - \$3,500

Recognition Benefits:

- Company logo will be displayed on signage in front of the Snack-to-Go Station where they can get a granola bar or similarly portable snack option to eat on the way home
- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on sponsor signage

Participant Benefits:

- 4 complimentary race entries, which includes: official race shirts, finisher medals, and runner's bibs



Route Sponsor - \$1,000

Recognition Benefits:

- Organization logo on signage placed along race route
- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Name recognition on sponsor signage

Participant Benefits:

- 2 complimentary race entries, which includes official race shirts, finisher medals, and runner's bibs

Vendor Booth - \$750*

Recognition Benefits:

- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag

*This sponsorship is not tax deductible.

Participant Benefits:

- 2 complimentary race entries, which includes official race shirts, finisher medals, and runner's bibs



Sponsorship Participation Form

Donor Listing (For Signage): _____
Main Contact: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Email: _____

Sponsorship Opportunities

- \$10,000 - Race Medal Sponsor \$10,000 - Libations Sponsor
 \$7,500 - Finish Line Sponsor \$7,500 - Fun Run Sponsor
 ~~\$5,000 - Award Sponsor~~ \$3,500 - Snack Station

Sponsor

- \$1,000 - Route Sponsor \$750 - Vendor Booth

I cannot attend and would like to make a donation instead:

- \$1,000 \$750 \$500 \$250 \$_____

Payment Information

Total Commitment: \$ _____ Send invoice on: _____

Check made payable to **Lions Eye Institute Foundation** enclosed

Charge my credit card

Card Number: _____

Name on Card: _____

Expiration date: _____ CVV: _____ Billing Zip: _____

Signature: _____

Please send completed form and high-resolution company logo to Meg Carlone at mcarlone@lionseyeinstitute.org. Questions? Call Meg at (813) 289-1200 x 715



LifeLink Legacy Fund®



LION'S EYE INSTITUTE FOR TRANSPLANT AND RESEARCH FOUNDATION, INC. IS A NONPROFIT 501(C)(3), FEDERAL TAX ID #01-0843838, REGISTERED WITH THE FLORIDA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES, REGISTRATION NUMBER # CH21980 AND RECEIVES 100% OF ALL DONATED FUNDS. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE OR ONLINE AT WWW.FRESHFROMFLORIDA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

In-Kind Sponsor

Recognition Benefits:

- Organization's logo will be included in sponsor signage and on the official Roar Through Ybor website.
- Organization will be recognized during official race announcements.

Participant Benefits:

- 2 complimentary race entries, which includes official race shirts, finisher medals, and runner's bibs

Sponsorship Participation Form

Donor Listing (For Signage): _____

Main Contact: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please send completed form and high-resolution company logo to Meg Carlone at mcarlone@lionseyeinstitute.org. Questions? Call Meg at (813) 289-1200 x 715



LifeLink Legacy Fund®



LION'S EYE INSTITUTE FOR TRANSPLANT AND RESEARCH FOUNDATION, INC. IS A NONPROFIT 501(C)(3), FEDERAL TAX ID #01-0843838, REGISTERED WITH THE FLORIDA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES, REGISTRATION NUMBER # CH21980 AND RECEIVES 100% OF ALL DONATED FUNDS. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE OR ONLINE AT WWW.FRESHFROMFLORIDA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.