



RE: Digital Dash 5K Sponsorship

At OneDigital, we continue to look for ways to make a difference in our community. In 2009, we launched the DI Dash 5K supporting an organization we care very deeply about – Children’s Healthcare of Atlanta. Last year, we not only changed our name, but we also welcomed an additional organization to the family – Bert’s Big Adventure!

With the support of our employees, the community and sponsors like you, we have successfully raised \$330,000 over the last eight years! For the 9th annual Digital Dash, we hope to increase awareness as well as sponsor dollars, and we can’t do that without you.

This year’s race will be held on August 26th, at the Marietta Square. As a valued partner of OneDigital, I am asking for your help and would like to invite you to be a sponsor in our efforts. We offer sponsorships in a variety of levels - please see the attached document with specifics on each sponsorship level.

- \$10,000 – Title / Presenting Sponsor
- \$7,500 – Platinum Sponsor
- \$5,000.00 – Diamond Sponsor
- \$2,500.00 – Gold Sponsor
- \$1,000.00 – Silver Sponsor

As we understand that there are many worthwhile causes to support, OneDigital chose these two organizations based on the scope of their services and dedication to the Southeast and their mission to enhance the lives of children and their families.

Children’s is a not-for-profit organization that benefits from philanthropic and volunteer efforts from the community. To learn more about this organization, please visit www.choa.org.

Bert’s Big Adventure is a 501(c)(3) nonprofit organization that provides a magical, all-expense-paid, journey to Walt Disney World® for children with chronic and terminal illnesses along with their families. To learn more, please visit www.bertsbigadventure.org.

We invite you to partner with us to help Children’s Healthcare of Atlanta and Bert’s Big Adventure to continue to treat and serve thousands of deserving children and their families. Please contact me at your earliest convenience to discuss next steps.

Sincerely,

Adam Bruckman
President/CEO
Digital Insurance, Inc.



Levels of Sponsorship

Sponsors are provided promotional opportunities corresponding to their level of sponsorship. Sponsors may contribute cash or in-kind products and services such as media coverage, food, water, printed materials, etc. The type of exposure available to our sponsors depends on the sponsorship level.

Title / Presenting Sponsor – \$10,000

- Company name and logo will be featured on event website and participant registration site
- Company logo prominently featured on race banner
- Company logo on mile marker(s)
- Company name and logo will be featured on race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications
- Company name and logo will appear prominently on race t-shirt
- 75 runners from your organization may participate at no charge
- Company name mentioned in all advertisements for race
- Materials provided from your company in race packets
- A table to distribute promotional material at the race per your request
- Company banner may be displayed at the race festivities in a prime location on the morning of the race – you provide

Platinum Sponsor - \$7,500

- Company name and logo will be featured on event website and participant registration site
- Company logo featured on race banner
- Company logo on mile marker(s)
- Company name and logo will appear at the top of the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications
- Company logo will appear prominently on race t-shirt
- 50 runners from your organization may participate at no charge
- Company name mentioned in all advertisements for race
- Materials provided from your company in race packets
- A table to distribute promotional material at the race per your request

Diamond Sponsor – \$5,000

- Company name and logo will be featured on event website and participant registration site
- Company logo featured on race banner
- Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications
- Company logo featured on race t-shirt
- 25 runners from your organization may participate at no charge
- Materials provided from your company in race packets
- A table to distribute promotional material at the race per your request

Gold Sponsor – \$2,500

- Company name and logo will be featured on event website and participant registration site
- Company logo featured on race banner
- Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications
- Company logo featured on race t-shirt
- 10 runners from your organization may participate at no charge
- Materials provided from your company in race packets
- A table to distribute promotional material at the race per your request

Silver Sponsor – \$1,000

- Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications.
- 5 runners from your organization may participate at no charge
- A table to distribute promotional material at the race per your request

In-kind Sponsor

- Company name and logo will be featured on event website and participant registration site
- Company logo featured on race banner
- Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship
- A table to distribute promotional material at the race per your request



My company will support the Digital Dash 5K as a(n):

_____ \$10,000.00 Title / Presenting Sponsor

_____ \$7,500.00 Platinum Sponsor

_____ \$5,000.00 Diamond Sponsor

_____ \$2,500.00 Gold Sponsor

_____ \$1,000.00 Silver Sponsor

_____ In-kind Sponsor

Company: _____

Address: _____

Contact: _____

Phone/Email: _____

Enclosed is a check/cash for \$ _____ (Please make payable to "OneDigital – Digital Dash")

I am making an in-kind donation valued at \$ _____

Please mail your check with this page to:

OneDigital Health and Benefits
Attn: Brittany Floyd
200 Galleria Parkway
Suite 1950
Atlanta, Georgia 30339

Please e-mail your company logo (ai, eps or jpg preferred) to: bfloyd@onedigital.com