

ZEBRA RUN



FOR RARE DISEASE

2024 Zebra Run Sponsorship



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ZEBRA RUN



FOR RARE DISEASE

The United MSD Foundation's Zebra Run for Rare Disease is back for its seventh year! With a 1-mile, all-ages fun run and a 5k chip-timed run, we're excited to welcome the youngest jogger to the most avid runner to our event. Participants will also enjoy music, family-friendly activities, and complimentary lunch provided by food sponsors.

All proceeds from the annual Zebra Run benefit the United MSD Foundation whose mission is to cure Multiple Sulfatase Deficiency, a rare genetic disease impacting children. Due to this community's generous support, first-in-human clinical trials for gene therapy will tentatively start in late 2024.

2023 Event Highlights

- **563** total participants
- Participants in **41 states**
- **40 sponsors** for Ocean Springs Zebra Run
- More than **\$100,000 raised** to advance the mission of the United MSD Foundation



ABOUT THE UNITED MSD FOUNDATION

In 2016, Amber Olsen's daughter, Willow, was diagnosed with Multiple Sulfatase Deficiency (MSD). MSD leaves a child's body unable to process the natural cellular waste made in normal everyday organ functions. This is a fatal disease with no treatment or cure. After Willow's diagnosis, Amber was determined to fight this disease in every possible way. After meeting with researchers, doctors and other parents of children with MSD from all over the world, Amber established the United MSD Foundation. From an all-volunteer organization to one supporting families in 17 countries and investing in groundbreaking research, we continue with Amber's vision—to cure Multiple Sulfatase Deficiency.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (Exclusive) - \$10,000

- Co-branding on all event promotional materials, including website, print, social media, and digital advertising
- Priority logo placement on race route signage and event banners
- Logo inclusion on digital billboard (pending)
- Invitation to join media interviews
- Promotional video with a company representative and United MSD Executive Director to be shared across multiple channels
- Company representative invited as official starter of the 5k run
- 30 Race Registrations (including T-shirts)
- Two (2) vendor tables at the in-person event
- Company logo listed on Zebra Run T-shirt
- Company thanked on social media with at least 4 posts
- Company logo listed on event website
- Company name listed on Annual Report
- Company recognition during race day announcements
- Custom-framed Presenting Sponsor Award and formal acknowledgment during the awards ceremony
- Promotional materials included in race packet (materials provided by sponsor)

Warrior - \$7,500

- 25 Race Registrations (including T-shirts)
- One (1) Vendor table at the in-person event
- Company representative invited as official starter of the all-ages fun run (first sponsor at this level)
- Prominent logo placement on race route signage and event banners
- Company recognition during race day announcements
- Company logo listed on Zebra Run T-shirt
- Company thanked on social media with at least 3 posts
- Company logo listed on event website
- Company name listed on Annual Report
- Custom-framed Zebra Warrior Award and formal acknowledgment during the awards ceremony
- Promotional materials included in race packet (materials provided by sponsor)

SPONSORSHIP OPPORTUNITIES (cont'd.)

Gladiator - \$5,000

- 20 Race Registrations (including T-shirts)
- One (1) Vendor table at the in-person event
- Company logo on race route signage and event banners
- Company Recognition during race day announcements
- Company logo listed on Zebra Run T-shirt
- Company thanked on social media with at least 2 posts
- Company logo listed on event website
- Company name listed on Annual Report
- Custom-Framed Zebra Gladiator Award and formal recognition during the awards ceremony
- Promotional materials included in race packet (materials provided by sponsor)

Fighter - \$2,500

- 10 Race Registrations (including T-shirts)
- One (1) Vendor table at the in-person event
- Company logo on event signage
- Company Recognition during race day announcements
- Company logo listed on Zebra Run T-shirt
- Company thanked on social media
- Company logo listed on event website
- Company name listed on Annual Report
- Promotional materials included in race packet (materials provided by sponsor)



SPONSORSHIP OPPORTUNITIES (cont'd.)

Defender - \$1,000

- 5 Race Registrations (including T-shirts)
- Company logo listed on Zebra Run T-shirt
- Company thanked on social media
- Company logo listed on event website
- Company name listed on Annual Report
- Promotional materials included in race packet (materials provided by sponsor)

Advocate - \$500

- 2 Race Registrations (including T-shirts)
- Company thanked on social media
- Company name listed on event website
- Company name listed on Annual Report
- Promotional materials included in race packet (materials provided by sponsor)

Supporter - \$250

- Company thanked on social media
- Company name listed on event website
- Company name listed on Annual Report



ZEBRA RUN SPONSORSHIP FORM

COMPANY/SPONSOR INFORMATION (please fill out all)

Name (as it should be listed): _____

Website: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

CONTACT PERSON INFORMATION (please fill out all)

First Name: _____ Last Name: _____

Email Address: _____ Phone #: _____

SPONSORSHIP LEVEL (check one)

Presenting (\$10,000) Warrior (\$7,500) Gladiator (\$5,000)

Fighter (\$2,500) Defender (\$1,000)

Advocate (\$500) Supporter (\$250)

PAYMENT INFORMATION (check/fill out what is applicable)

Check enclosed, payable to *United MSD Foundation*

Please charge my credit card

Credit Card Number

Expiration Date

Name on Card

Security Code/CVV

Please send me an invoice to help with processing this sponsorship donation

Email ZebraRun@unitedmsdfoundation.org with sponsorship questions OR to submit your completed sponsorship form with credit card payment. Forms/payment can also be mailed to **United MSD Foundation, P.O. Box 806, Biloxi, MS 39533.**

Thank you for supporting Zebra Run!