



2016 Trot to Clot Run/Walk Events

4/23/16 Stone Mountain · 5/14/16 Augusta · 6/4/16 Virtual

2015 was a record-breaking year for the Annual Trot to Clot Run/Walk events and 2016's Trot to Clot Run/Walk events promise to be even bigger and better!

Please help Hemophilia of Georgia raise \$80,000 for Camp Wannaklot by becoming a sponsor of the Trot to Clot Run/Walk events in Georgia at Stone Mountain Park, Lake Olmstead Stadium and a new virtual event to give participants across the country a chance to participate.

For more than 20 years, Camp Wannaklot has served as the only summer camp in Georgia that provides children who have hemophilia or other inherited bleeding disorders the opportunity to enjoy a traditional camp experience.

Unfortunately, there is no cure for these rare bleeding disorders in which a person's blood is not able to clot normally. Treatment often requires frequent infusions of medication. At Camp Wannaklot, many of the children learn to give themselves these infusions. Camp Wannaklot is a life-changing opportunity for campers to make lifelong friends, enjoy a fun-filled week and learn to manage their treatment.

Become a Corporate Sponsor

There are several opportunities for companies to support the Trot to Clot Run/Walk events by becoming a corporate sponsor. Companies will gain valuable corporate recognition in the community, demonstrate their dedication to corporate responsibility, and provide much-needed funding for Camp Wannaklot and the campers it serves. All sponsorship levels come with an array of corporate recognition opportunities and sponsorships can be customized to fit corporate marketing and responsibility goals.

Create a Trot to Clot Team

Take your dedication a step further – create a Trot to Clot team and compete against other corporations. It's a race to the finish! Select a team captain and start recruiting your family, friends, coworkers and neighbors to join you at the Trot to Clot events.

Become a Fundraiser

Become a sponsored participant and fundraise to generate support for each mile you walk or run. If you cannot participate during the events, join our virtual event and track your mileage on Pledgerunner. Simply sync your activity to Pledgerunner to support HoG.

Find Out More

For more information about Hemophilia of Georgia's Trot to Clot Run/Walk events, please contact Heidie Nessel, Director of Development, 770.518.8272 or HLNessel@hog.org.





Sponsorship Opportunities

Level	Benefits	Additional Perks
<p>Presenting \$6,000</p>	<ul style="list-style-type: none"> ✓ <u>Premium exhibit space at both events</u> to display promotional and educational materials ✓ Prominent logo placement on both event T-shirts ✓ Prominent logo placement on both event day banners ✓ Corporate recognition in press releases, HoG newsletter article, and social media posts for both events as a top sponsor ✓ Prominent logo placement on Trot to Clot event website ✓ Recognition during the events' award ceremonies and the opportunity for a company representative to address the event participants ✓ Corporate sponsorship of the inaugural virtual race with the opportunity to compete for corporate bragging rights 	<ul style="list-style-type: none"> ✓ 5 race entries at Stone Mountain and Augusta ✓ 5 T-shirts from the Stone Mountain and Augusta race events ✓ Corporate Branding on a mile marker sign along the route at each event
<p>Premier \$3,500</p>	<ul style="list-style-type: none"> ✓ <u>Exhibit space at one event</u> to display promotional materials ✓ Logo displayed on both event T-shirts ✓ Logo displayed on both event day banners ✓ Corporate recognition in press releases, HoG newsletter article, and social media posts for both events as top sponsor ✓ Logo placement on Trot to Clot event website ✓ Recognition during one award ceremony ✓ Corporate sponsorship of the inaugural virtual race with the opportunity to compete for corporate bragging rights 	<ul style="list-style-type: none"> ✓ 2 race entries at one event ✓ 2 T-shirts from one event
<p>Patron \$750</p>	<ul style="list-style-type: none"> ✓ Company name displayed on both event T-shirts ✓ Corporate recognition in press releases, HoG newsletter article, and social media posts for both events ✓ Company name recognition on Trot to Clot website ✓ Recognition during the awards ceremony 	
<p>Exclusive Sponsorship Opportunities</p>		
<p>Start/Finish Line Sponsor \$1,500</p>		<ul style="list-style-type: none"> ✓ Corporate Branding and recognition as the official start/finish line sponsor for one event
<p>Refueling Station Sponsor \$200</p>		<ul style="list-style-type: none"> ✓ Corporate Branding and recognition as the official water or food station sponsor for one event

Sponsors must commit by March 18th to receive maximum recognition prior to, during, and after the events.



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Please indicate your sponsorship level and complete the form below:

- Presenting** - \$6,000 **Premier** - \$3,500
 Patron - \$750 **Other** - \$ _____
 In Kind (Product: _____ Approximate Value: \$ _____)

Contact Name: _____ Title: _____

Company Name (as it should appear in print): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

We plan to include materials/giveaways in participant bags (deliver to HoG office by April 10): **Yes** **No**

We plan to utilize the complimentary race entries provided with our sponsorship level: **Yes** **No**

Logo Usage: E-mail Vector File to HLNesset@hog.org by Friday, March 18

Payment Information

- Check Enclosed (payable to Hemophilia of Georgia)
 Please send me an invoice

My signature below indicates that I acknowledge and agree to the sponsorship contribution level as described above and that net revenue of funds generated from the Run/Walk will be used to support Camp Wannaklot. Furthermore, I agree to the following:

Rules of Sponsorship

- Pharmaceutical company sponsors may not attempt to solicit and/or influence run/walk participants to purchase products and/or services. They may not collect contact information from participants prior to, during and/or after the Run/Walk. This includes attempting to sign participants up for email lists, newsletters, or other mailing lists.
- No sponsors may sell services or products during the Walk.
- Sponsors may not hold raffle drawings, offer door prizes and/or other such "enter to win" opportunities during the Run/Walk.

Signature: _____ Date: _____

Please return this form with payment by March 18, 2016 to:

Heidie Nessel, Director of Development
Hemophilia of Georgia
8800 Roswell Road, Suite 170
Atlanta, GA 30350

Phone: (770) 518-8272
Email: HLNesset@hog.org
Fax: (770) 518-3310

For additional information, please visit www.hog.org/trot

Thank you for your support!