2016 - Celebrating 22 Years!

SPONSORSHIP PROPOSAL

Barbara Schmidt Millar
Celebration of Life
Women's Triathlon

Sunday, September 18, 2016

EVENT DIRECTORS: Nancy Avilla and Vanessa Hale

For information on sponsorships contact:
Kimberly Parker, Sierra Nevada Memorial Hospital Foundation
PH: (530) 477-9700 or email: **kparker@snmhf.com**
or
Elizabeth Dreher, Sponsorship chair, email: legg.elizabeth@gmail.com

TO BENEFIT THE BARBARA SCHMIDT MILLAR FUND
SIERRA NEVADA MEMORIAL HOSPITAL FOUNDATION
and
THE BARBARA SCHMIDT MILLAR MEMORIAL SCHOLARSHIP
Visit our new website at: www.bsmtri.org

Did you know: Participating in the Triathlon offers an opportunity to meet, train and bond with other passionate women in our community.

Barbara Schmidt Millar
Celebration of Life
Women's Triathlon

•**The Event:** 1/2 mile swim, 11 mile bike, and 2.8 mile run

•**Date:** Sunday, September 18, 2016 -- 9:00 a.m. start

•**Location:** Scotts Flat Lake at Cascade Shores, Nevada City

•**Sponsorship Deadline:** Friday, August 26, 2016

•**The Reason:** Barbara Schmidt Millar died of cancer in 1995 at age 42. The *Celebration of Life* Women's Triathlon is a tribute to her memory. Barbara was a loving wife and mother, beloved daughter and sister, a dedicated nurse, and a thoughtful, caring friend. She is missed.

100% of the net proceeds of this event benefit the SNMH Foundation Women's Imaging Center/Barbara Schmidt Millar Fund of Nevada County and the Barbara Schmidt Millar Memorial Scholarship. By the end of the decade, one out of every nine women will be diagnosed with breast cancer. The funds are used for women unable to pay for an annual mammogram and as scholarships for female graduates from Nevada Union High School continuing an education in nursing or the healthcare field.

•**Triathlon:** As a triple fitness sport, a triathlon consists of a consecutive swim, bike, run format. This particular event is designed to offer a health and fitness activity for women who enjoy a challenge and is especially structured for both *first-time* and experienced triathletes. For sponsors it provides a marketing vehicle to promote your products and services.

•**Participants:** Participants include the triathlete, avid outdoors person, fitness and fun walker, runner, cyclist and swimmer. Women of all shapes, sizes, ages and fitness levels will enjoy the *Celebration of Life* Women's Triathlon. Both individual and team events are geared to include every level participant, as well as the separate run/walk. Around 400 athletes are expected to attend.

•**Sponsor:** The *Celebration of Life* Women's Triathlon provides opportunities for individuals, businesses and corporations to invest in the health of Nevada County women. For sponsors, it provides a marketing vehicle to promote your goods and services.

Did you know: Three scholarships are given each year to Nevada Union girls going on to get a degree in the healthcare field.

SPONSORSHIP OPPORTUNITIES

•Sponsorship: Sponsorship may be combinations of cash, services and/or products. **All checks are made out to:** SNMH Foundation/Millar Fund and mailed to: SNMH Foundation, P.O. Box 1810, Grass Valley, CA 95945.

•IRONMAN SPONSORSHIP: *Cost: $1,000+*

- Sponsors Start/Finish Area and all Signage at the event.
- A business link from our website to your site.
- Your company name/logo on all publicity and T-shirt.
- Name recognition at the event with a 2'x6' banner and on the Thank You board.
- The opportunity to use your association with the event in your marketing .
- Complementary entry for three athletes or one team.

•OLYMPIC SPONSORSHIP: *Cost: $500+*

- A business link from our website to yours.
- Your company name/logo on all publicity and T-shirt.
- Name recognition at the event on Thank You board.
- The opportunity to use your association with the event in your marketing.
- Complementary entry for three athletes or one team.

•SPRINT SPONSORSHIP: *Cost $250+*

- Your company name on all publicity.
- A business link from our website to your site.
- Your company name T-shirt.
- Name recognition at the event on Thank You board.
- The opportunity to use your association with the event in your marketing.
- Complementary entry for one athlete.

•FRIENDS OF THE TRIATHLON UNDERWRITERS:

Cost: up to $250, Food for Refreshments, Printing Costs.

- Product sampling.
- Your products used as awards for finishers.
- Name recognition at the event on Thank You board and publicity.
- The opportunity to use your association with the event in your marketing.

Sponsorship packages are organized to meet each individual sponsor's marketing needs. In that spirit, the final arrangements are tailored to fit those marketing efforts.

Please choose a level appropriate for yourself or your business.

Did you know? While we generally think of women benefiting from BSM support, the first diagnosed breast cancer was a male recipient.

Sponsorship deadline: Friday, August 26, 2016. To ensure your organization gets their name/logo on all signage, the Thank You Board, and T-shirts (if applicable).

In order to further recognize our very valuable Sponsors we are happy to continue to benefit your sponsorship with the following:

1. ***** An Ironman Sponsor ($1,000+) or an Olympic Sponsor ($500 +) includes a "Comp" entry for three individual athletes or one (1) team.
2. ***** Sprint Sponsors ($250+) includes a "Comp" entry for one individual athlete.

****** Upon receipt of your Sponsorship, a Coupon Code will be provided for your athletes to use for their online registration.***

3. All Sponsors $250+ will have a link from our website to yours.
4. All Sponsors $100+ are eligible to add promotional items/products in each participant event bag.

Please return completed form with your Sponsorship check or credit card information to:
SNMH Foundation, P.O. Box 1810, Grass Valley, CA 95945
Please make checks payable to: SNMH Foundation/Millar Fund or provide
Visa/MC #:_____ Exp Date:_____
Name on Card:_____ 3 Digit Code:_____
Signature:_____
Address/City/State/Zip:_____

Sponsorship (Please circle one): ***Ironman*** ***Olympic*** ***Sprint*** ***Friends***
Business Name and/or Individual Name for all Publicity Signage, i.e.; T-shirts:
_____
Contact Name:_____ Phone:_____
Website Address:_____ Email Address:_____

____ Yes we would like a t-shirt from the event.
T-shirt size S M L XL Women's or Men's

We are very grateful for your Sponsorship, whatever the level. We invite you to attend the event on Sunday, September 18, 2016.

Celebration of Life

Thank you in advance for your support.
Every dollar touches lives and makes a difference.

Barbara Schmidt Millar died of cancer in 1995 at age 42.

Sponsorship deadline: Friday, August 26, 2016. To ensure your organization gets their name/logo on all signage, the Thank You Board, and T-shirts (if applicable).

Gift-In-Kind Form

To be used for non-monetary donations

Organization Name:_____

Contact: _____

Address: _____

Phone: _____

Email: _____

Donation Description:_____

_____

_____

Donor – Estimated Fair Market Value:_____

____ Yes we would like a t-shirt from the event. *(Donations over $100 eligible)*
T-shirt size S M L XL Women's or Men's

(For Office Use:)

Accepted By: _____

Date Accepted: _____

Return form to: SNMH Foundation, PO Box 1810, Grass Valley, CA 95945
Attn: Kimberly Parker
or FAX to (530) 477-9300

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