Miles for Melanoma D.C.
Saturday May 4, 2019
The Yards Park, Washington DC
Miles for Melanoma: Hope, Strength, Community

Melanoma Research Foundation Mission Statement

To support medical **RESEARCH** for finding effective treatments and eventually a cure for melanoma. To **EDUCATE** patients and physicians about the prevention, diagnosis and treatment of melanoma. To act as an **ADVOCATE** for the melanoma community to raise awareness of this disease and the need for a cure.

History

**Miles for Melanoma** is a nationwide series of events that allow participants to support and raise funds for the MRF by participating in a 5k run/walk alongside fellow melanoma patients, survivors and the local community. This year, there will be 15 Miles for Melanoma events held throughout the country. Our corporate partners have a great opportunity to gain exposure to a wide variety of individuals in the various local communities that the Miles for Melanoma events take place.

Your Corporate Impact

We need your help to make a positive, life-changing impact in the melanoma community through our **research**, **education** and **advocacy** efforts. Melanoma impacts the lives of many people globally along with their families. In the United States, melanoma is the deadliest form of skin cancer, affecting not just the skin, but it can develop anywhere on the body. The American Cancer Society’s 2019 Surveillance Research shows that more than **96,000** cases of melanoma will be diagnosed nationwide this year. Of those cases, an estimated **80 new cases** will be in D.C. According to the CDC’s most recent data, the age-adjusted rate of new melanomas in D.C. per 100,000 people, is currently at **7.8**. While breakthroughs continue to occur each year, the need for continued research to find a cure is as prevalent as ever.

By joining the Miles for Melanoma campaign, your corporation will be partnering with the MRF’s life-changing mission. In addition to supporting our critical work, this is an incredible opportunity to align yourself with a dedicated nonprofit, to make an impact on those in your local community and offer an opportunity for your employees to engage with our transformative mission. There are multiple opportunities for your team to become involved with the MRF and interact with those in the melanoma community by volunteering at our local Miles event, joining our Miles Committee or forming a corporate team. Other than events, employee engagement opportunities are present though our advocacy and community outreach programs.
Corporate Sponsorship

The following highlights a variety of sponsorship levels and benefits for our 2019 Miles for Melanoma program. We are happy to discuss options with you to fulfill your philanthropic objective.

**Local Presenting Sponsor: $10,000**

- Corporation name and logo included in event title (2019 Miles for Melanoma D.C. presented by…)
- Corporate Representative provided the opportunity to speak to participants during and be a part of Opening Ceremonies
- Corporate Representative and/or Team will have opportunity to cut starting ribbon and begin race
- Highlighted as local presenting sponsor in Miles for Melanoma press release/s
- Tabling opportunity at event; interact with participants, provide small giveaways and/or literature highlighting services
- Opportunity to provide skin checks at the event *(applicable to dermatology and healthcare practices only)*
- 5 dedicated social media posts throughout the Miles D.C. season highlighting your corporation as the Presenting sponsor *(our reach as of date: Facebook-over 37,000 followers and Twitter-over 13,000)*
- Prominent logo placement on race bib, event day signage and sponsor banner
- 15 complimentary registration passes to Miles for Melanoma D.C. event
- Corporate logo with link to corporate home page on local Miles for Melanoma event website

**Hope Sponsor: $5,000**

- Mention as a local *Hope* sponsor in Miles for Melanoma press release/s
- Tabling opportunity at event; interact with participants, provide small giveaways and/or literature highlighting services
- Opportunity to provide skin checks at the event *(applicable to dermatology and healthcare practices only)*
- 3 dedicated social media posts highlighting your corporation as an event sponsor *(our reach as of date: Facebook-over 37,000 followers and Twitter-over 13,000 followers)*
- Prominent logo placement on event day signage and sponsor banner
- 10 complimentary registration passes to Miles for Melanoma D.C. event
- Corporate logo with link to corporate home page on local Miles for Melanoma event website
Corporate Sponsorship

**Strength Sponsor: $2,500**

- Tabling opportunity at event; interact with participants, provide small giveaways and/or literature highlighting services
- Opportunity to provide skin checks at the event *applicable to dermatology and healthcare practices only*
- 2 dedicated social media posts highlighting your corporation as an event sponsor (our reach as of date: Facebook-over 37,000 followers and Twitter-over 13,000 followers)
- Prominent logo placement on event day signage and sponsor banner
- 5 complimentary registration passes to Miles for Melanoma D.C. event
- Corporate logo with link to corporate home page on local Miles for Melanoma event website

**Community Sponsor: $1,000**

- Prominent logo placement on event day signage
- 3 complimentary registration passes to Miles for Melanoma D.C. event
- Corporate logo with link to corporate home page on local Miles for Melanoma event website

**Miles Friend: $500**

- One complimentary registration pass to Miles for Melanoma D.C. event
- Corporate logo with link to corporate home page on local Miles for Melanoma event website
Miles for Melanoma DC Commitment Form

Please indicate your level of commitment for the 2019 Miles for Melanoma event:

- Local Presenting: $10,000
- Hope Sponsor: $5,000
- Strength Sponsor: $2,500
- Community Sponsor: $1,000
- Miles Friend: $500

**Name (How you would like to be listed on promotional materials):**  
____________________________________________________________________

**Primary Contact Name:** ____________________________________________

**Address:** ________________________________________________________

**Telephone:** __________________________ **E-Mail:** ______________________________

**Website and Social Media Handles:**  
____________________________________________________________________

By providing this information, you agree to have your website linked to the Melanoma Research Foundation’s Miles for Melanoma 2019 website.

**METHOD OF PAYMENT**

- Check: (Please make checks payable to the Melanoma Research Foundation and mail to: 1411 K Street NW Suite 800, Washington DC 20005)
- Visa  MasterCard  AMEX  Discover

**Card Number:** __________________________

**Expiration:** __________________________ **CVV:** __________________________

I, commit to __________________________ on behalf of __________________________

**sponsorship level**  
**corporation name**

on__________________________ in support of the 2019 Miles for Melanoma program.

**date**

**Authorized signature:** __________________________

* In exchange for this contribution level, you will not receive any goods or services and may be able to claim a tax deduction on your federal income tax returns. Please contact your tax advisor should you have any questions and retain a copy of this form for your records.*
Thank YOU for choosing to partner with the Melanoma Research Foundation! Your support and dedication to finding a cure for melanoma is deeply appreciated!

Please direct all questions to our Miles for Melanoma Contacts:

Beth Allgaier  
Director of Corporate Relations  
E: ballgaier@melanoma.org  
P: 202.742.5901  

Lorrie-Beth Miley  
Development Officer, Miles for Melanoma  
E: lmiley@melanoma.org  
P: 202.742.5913