



and

**“One Mile for Healthy Smiles”
Sponsor Package**

2009 College of Dentistry 5K Run/Walk

University of Tennessee Health Science Center
Office of the Chancellor
62 S. Dunlap
Tel: 901.448.4796 Fax: 901.448.8640

March 27, 2009

Dear Potential Sponsor:

On April 26, the University of Tennessee Health Science Center College of Dentistry will host the First Annual 5K Run/Walk in Memphis, in conjunction with the university's Health Awareness Kickoff. Proceeds from this event will be used to support dental programs offered by the UT College of Dentistry. This event will be held at Forrest Park, which is located in a prime mid-town location and bordered by Union, Manassas, Dunlap and Madison.

We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant. Expose your business to internal and external advertising, reaching over 20,000 people through the UT Health Science Center Web site, direct mail, T-shirts, banners and vendor spaces plus a year's worth of coverage in our alumni publications.


This highly publicized signature event provides a meaningful investment for sponsorship participants. More than 500 participants are expected to attend. From professional runners to families and children; from dental graduates to dental students; from former patients to future patients, this event will reach many. Aside from the 5K, the "One Mile for Healthy Smiles" Fun Walk is a one-mile course for children to encourage family participation.

UT Health Science Center is proud to provide quality dental services at a reduced price to residents in Memphis and surrounding areas. With more than 7,000 graduates, our College of Dentistry is the oldest dental school in the South (established in 1868). More than 75 percent of all the dentists now practicing in Tennessee are graduates of our college. A significant number of the dentists practicing in Arkansas are also UT graduates. Through our dental clinic, students -- under close faculty supervision -- provide more than 39,000 patient visits each year to support oral health care in the Memphis area. We need your help to continue this reduced cost service to the community.

We have provided details of all your sponsorship benefits in the packet and hope you join us for this worthwhile community event. Please submit the enclosed letter of agreement by Wednesday, April 15 to be included in race-day promotional material.

If you have any questions or would like more information, please contact Pamela Houston, special events coordinator for the UT Health Science Center at (901) 448-1164. We look forward to working with you on the 2009 College of Dentistry 5K. Thank you in advance for your support.



















Sincerely,



Chancellor Hershel P. Wall, MD
Honorary Race Chair

2009 College of Dentistry 5K Run/Walk

Event Sponsorship Levels

Levels and Benefits	ORANGE	GREEN	GOLD	WHITE
Sponsor Benefits	Exclusive Level Sponsorship offers the highest degree of promotional exposure.	Second Level Sponsorship descends in size & order from previous level and offers an outstanding mid-level value.	Third Level Sponsorship descends in size & order from previous level and offers excellent lower level exposure.	Fourth Level Sponsorship offers Event Day Exposure.
Print Advertising/ Direct Mail Features your logo on newspaper & publication ads reaching thousands throughout Shelby County.				
Event Entry Brochure Features your logo to more than 500 local recipients.				
Website/Event Posters Features your company on UTHSC website and collector event posters distributed throughout the city.				
Event T-Shirts Features your logo on collectable event T-Shirts.				
Race Bibs Features your logo on more than 500 race bibs.				
Event Banner Features your logo on Race Day Stage.				
Exhibit Space Receive an exhibit space on event day.				

2009 College of Dentistry 5K Run/Walk

Orange Sponsor

Sponsor Opportunities

1. Recognition on all media promotions
2. Sponsor name/logo in print/advertisement
3. Sponsor name/logo on race T-shirt
4. Sponsor name/logo on race bib
5. Sponsor name/logo on promotional brochure
6. Named as presenting sponsor in internal and external publications
7. Sponsor logo on commemorative poster
8. Sponsor logo on Website
9. Display your banner on race day
10. Complimentary framed race art poster
11. Sponsor logo on follow-up direct mail piece
12. Sponsor logo on save the date cards for next year's event
13. 10 complimentary race entries (includes race T-shirt)
14. Company promotional table at race
15. Logo on event day banner

Sponsorship: \$1200

Please complete the enclosed

2009 College of Dentistry 5K Run/Walk

Green Sponsor

Sponsor Opportunities

1. Sponsor name/logo in print advertisement
2. Sponsor name/logo on event T-shirt
3. Sponsor name/logo in promotional brochure
4. Complimentary framed race art poster
5. Sponsor name on advertising poster
6. Company promotional table at race
7. Display your banner on race day
8. Seven complimentary race entries (includes race T-shirt).

Sponsorship: \$750

Please complete the enclosed
Race Sponsorship Letter of Agreement

2009 College of Dentistry 5K Run/Walk

Gold Sponsor

Sponsor Opportunities

1. Sponsor name/logo on race T-shirt (to be sized by sponsorship level)
2. Sponsor name/logo on promotional brochure
3. Sponsor recognition on UTHSC Website
4. Company promotional table at race
5. Display your banner on race day
6. Five complimentary race entries (includes race T-shirt)

Sponsorship: \$500

Please complete the enclosed
Race Sponsorship Letter of Agreement

2009 College of Dentistry 5K Run/Walk

White Sponsor

Sponsor Opportunities

1. Sponsor name/logo on race T-shirt
2. Display your banner on race day
3. Company promotional table at race
4. Three complimentary race entries (includes race T-shirt)

Sponsorship: \$250

Please complete the enclosed
Race Sponsorship Letter of Agreement

2009 College of Dentistry 5K Run/Walk

Sponsorship Letter of Agreement

Company Name: _____

Agrees to provide financial sponsorship for the First Annual College of Dentistry 5K and One Mile for Healthy Smiles Fun Walk on Sunday, April 26. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the University of Tennessee Health Science Center. As a sponsor, I agree to provide digital art work for all promotional advertising.

Please indicate the level at which you would like to participate.

_____ Orange Sponsor: \$1,200

_____ Green Sponsor: \$750

_____ Gold Sponsor: \$500

_____ White Sponsor: \$250

Sponsor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of Representative: _____

Email: _____

Phone Number: _____ Fax Number: _____

Authorized Sponsor Signature: _____

Please send this completed agreement with check made payable to:

University of Tennessee Health Science Center
62 S. Dunlap, Suite 214
Memphis, TN 38163
or fax: (901) 448-7442

Payment Type

_____ Attached check made payable to the University of Tennessee Health Science Center

_____ I would like to pay by VISA/Master Card

Card #: _____

Expiration Date: _____

Name on Card: _____