

Donut Dash 2016

Corporate Sponsorship Package



Donut Dash is the primal test of one's ability to eat, run, and do good. A fun-run, established at Carnegie Mellon University, Donut Dash challenges participants to run a full mile, devour a half-dozen donuts and run yet another carb-infused mile before crossing the finish line!

Exposure to World-Class Universities



Last year's Donut Dash saw a record setting 1100 participants. Our roots are strongest in the universities of the area, at which we actively promote Donut Dash through social media, campus engagement, and our greek life networks. The students at these universities are some of the brightest in the world and we will use our presence on these campuses to introduce the students to your business.

Where We Go, You Go



We attend numerous race expos and events in Pittsburgh to solicit race attendees. At each event we bring our sponsors' names in both our promotional material and signage. Beyond attending events, our event is featured in the news and media of Pittsburgh and college communities.



On February 5, 2015, LiveLikeLou.org and the University of Pittsburgh announced the formation of the *Live Like Lou Center for ALS Research*. The new center will focus on both developing new treatments and improving quality of life for people who are now living with the progressive, degenerative neurological condition. The ultimate goal: a cure for amyotrophic lateral sclerosis (ALS).

To fund this research center, LiveLikeLou.org has pledged to raise \$2.5 million dollars over the next five years. Donut Dash is honored to be a part of that initiative by pledging to raise \$500,000 in contribution to LiveLikeLou.org's pledge. We are already two-fifths of the way there and with your help we can reach our goal.

On March 24, 2015, Neil Alexander, founder of LiveLikeLou, passed away from complications of ALS. At the memorial service Neil's brother, Todd Alexander, spoke about Neil's outlook on his situation: While the sentiment that Neil is no longer burdened by the disease is a well-founded one, it is not one that applies to Neil. Neil, as Todd suggested, was never bound by the disease, he lived his life to its fullest regardless of what type of condition he was in. He never asked "Why me?", and never gave up. So, it is with this in mind that we invite you to join Donut Dash in honor of heroes like Neil.

LiveLikeLou.org



Neil and Suzanne Alexander established LiveLikeLou.org in 2011 when Neil was diagnosed with ALS. Through this fund, they raise awareness of ALS, provide care and comfort to ALS families in Western Pennsylvania, and support scientific research targeted at finding a cure. The fund was named after baseball great Lou Gehrig to honor the example he set for all people living with ALS.

Donut Dash



Donut Dash was founded by the Carnegie Mellon Chapter of Sigma Alpha Epsilon in 2009. In 2014, the chapter's alumni advisor Bob Dax was diagnosed with ALS motivating the brothers of SAE to switch charities to benefit LiveLikeLou.org and to fundraise over \$100,000 to help fight the terrible disease.

Sponsorship Packages

	Baker's Dozen <i>negotiable</i>	Baker's Half \$10,000	Golden Glaze \$5,000	Donut Hole \$2,500	Plain Donut \$1,000
Naming Rights	SOLD				
Promotional Video Ad					
CMU "Fence" Ad					
Company Water/Donut Station					
Race Bag Swag					
News Coverage					
Email Blasts					
Free Race Registrations					
T-Shirt Logo					
Website Thank you					
Race Day Booth Spot					

We offer five sponsorship packages, each with its own set of benefits. We believe each sponsorship level has the benefits that reflect the cost of the package. That said, we are happy to negotiate any additional requests your company may have that are unique to your situation.

A huge thank you to People's Natural Gas for renewing their status as our naming sponsor!

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