



# 2018 SPONSORSHIP PACKAGE

[www.TexasMedRun.com](http://www.TexasMedRun.com)



[www.HCHDFoundation.org](http://www.HCHDFoundation.org)

2525 Holly Hall, Suite 292

Houston, TX 77054

713-566-6409

[Carolyn.Amos@HarrisHealth.org](mailto:Carolyn.Amos@HarrisHealth.org)

## About the Texas Med Run

Harris County Hospital District Foundation announces the 16<sup>th</sup> annual **TEXAS MED RUN** to be held **Saturday, February 3, 2018** benefiting **Harris Health**, CAPES: Children of Addult Patients Enduring Stressors. The event is a **USA Track and Field** certified and sanctioned event to be held in the Texas Medical Center. To date, this event has raised over \$1,000,000 for Harris Health System Programs.

### Texas Med Run DAY INCLUDES:

10K Timed Run  
5K Timed Run  
5K Walk  
1K Kids Superhero Run & Kids Zone  
Health & Fitness Expo

### CAPES: Children of Adult Patients Enduring Stressors

*"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles." ~ Christopher Reeve*



Growing up in a home where a parent has a chronic illness could be stressful on children. They are impacted by the diagnosis, treatment, and prognosis of a parent's serious illness in a number of ways. Often, their emotional needs and concerns can go unnoticed. So, it is essential for parents to find ways of caring for their children's needs while also caring for themselves. If parents are able to exhibit a positive attitude, their children will mirror it.

On the other hand, when a parent has to stay at the hospital, fear of separation is a crucial issue for children; even the youngest infants are sensitive to their parent's absence. They want to know who will care for them while the parent is away, what will happen while the parent is gone and when the parent can return home. Older children may question why the hospital stay is needed and how long it will take. Therefore, it's important to help reassure children and to answer their questions honestly and directly. Many of the worries that parents and children have about hospitalizations can be alleviated with preparation.

CAPES: Children of Adult Patients Enduring Stressors, was created in 2013 by MD Anderson oncologist, Dr. Alyssa G. Rieber, who works with cancer patients at LBJ Hospital. Dr. Rieber noted the difficulty children experience when a parent is extremely ill with cancer. She saw a great need for psychosocial services to play an integral and vital role within a multidisciplinary treatment plan. The program maximizes a family's ability to cope with stressors which impact their lives by empowering, preparing, and providing patients and their family members with the tools needed to assist children through medical experiences. CAPES, provides evidence-based psychosocial support directly to children to enhance and enrich their knowledge and emotional well-being.

The CAPES program is currently operating at Harris Health: Ben Taub Hospital, Lyndon B. Johnson Outpatient Center, Quentin Mease Hospital, and Smith Clinic. Please join our cause to raise funds to continue to support CAPES: Children of Adult Patients Experiencing Stressors.

Please contact Carolyn Amos at [Carolyn.Amos@harrishealth.org](mailto:Carolyn.Amos@harrishealth.org) or by phone at 713-566-6409 should you have questions. You may also mail your sponsorship to HCHD Foundation, PO Box 301168, Houston, Texas 77230-1168.

We are grateful for your support of the 16<sup>th</sup> Annual Texas Med Run event.

Kindest regards,

HCHD Foundation

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR - \$25,000

- Naming Rights- Company recognized as “Presenting Sponsor” of the *Texas Med Run*
- Expo Booth - one (1) 10”x10” booth for promotional use
- Event Promotional Products- Corporate logo prominently displayed on race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 50 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

### 10K RACE TITLE SPONSOR - \$20,000

- Naming Rights- Company recognized as “10K Race Title Sponsor” of the *Texas Med Run*
- Expo Booth - one (1) 10”x10” booth for promotional use
- Event Promotional Products- Corporate logo prominently displayed on race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 30 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
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- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

### 5K TITLE SPONSOR - \$10,000

- Naming Rights- Company recognized as “5K Title Sponsor” of the *Texas Med Run*
- Expo Booth - one (1) 10”x10” booth for promotional use
- Event Promotional Products- Corporate logo prominently displayed on race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 20 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**HEALTH & FITNESS EXPO SPONSOR – \$10,000**

- Naming Rights- Company recognized as “Expo Sponsor” of the *Texas Med Run*
- Expo Booth - one (1) 10”x20” booth for promotional use
- Corporate logo prominently displayed on race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 20 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**T-SHIRT SPONSOR - \$10,000**

- Naming Rights- Company recognized as “T-Shirt Sponsor” of the *Texas Med Run*
- Expo Booth - one (1) 10”x10” booth for promotional use
- Corporate logo prominently displayed exclusively on sleeve of race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 20 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo/link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**START & FINISH LINE SPONSOR- \$7,500**

- Expo Booth - one (1) 10”x10” booth for promotional use
- Corporate logo prominently displayed on race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 10 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**RACE BAG SPONSOR- \$5,000 **SOLD****

- Expo Booth - one (1) 10”x10” booth for promotional use
- Corporate logo exclusively displayed on Race Bag and prominently displayed on race day t-shirt
- Race Site Signage – Company name displayed on banner and along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 10 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**BREAK POINT WATER STATION SPONSOR- \$3,000**

- Corporate logo displayed on race day t-shirt
- Race Site Signage – Company name displayed along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 4 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**PHOTO BOOTH/ MUSIC BOOTH SPONSOR - \$2,000 SOLD**

- Corporate logo displayed on race day t-shirt
- Race Site Signage – Company name displayed along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 2 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**1K SUPERHERO KIDS CAPES SPONSOR - \$1,000 SOLD**

- Corporate logo displayed on race day t-shirt
- Race Site Signage – Company name displayed along race route
- PA Announcements- Company recognition during public address announcements
- Race entries- 2 participant bibs to race of choice
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**IN-KIND COMMUNITY SPONSOR - \$500 SOLD**

- Corporate logo displayed on race day t-shirt
- PA Announcements- Company recognition during public address announcements
- Advertising Campaign- recognition in press releases, HCHDF Annual Report and E-newsletter
- Website- company logo and link included on [www.TexasMedRun.com](http://www.TexasMedRun.com)
- Social Media- dedicated “thank you” post on Facebook and Twitter

**YES! I want to become a sponsor for the HCHD Foundation 16<sup>th</sup> Annual Texas Med Run benefiting Harris Health System's Capes Program.**

\_\_\_\_\_ Presenting Sponsor - \$25,000  
 \_\_\_\_\_ 10K Race Title Sponsor - \$20,000  
 \_\_\_\_\_ 5 K Walk Title Sponsor - \$10,000  
 \_\_\_\_\_ Health & Fitness Expo - \$10,000  
 \_\_\_\_\_ T-Shirt Sponsor - \$10,000  
 \_\_\_\_\_ Start & Finish Sponsor - \$7,500

\_\_\_\_\_ Race Bag Sponsor - \$5,000  
 \_\_\_\_\_ Break Point Water Sponsor - \$3,000  
 \_\_\_\_\_ Photo / Music Booth Sponsor - \$2,000  
 \_\_\_\_\_ 1K Superhero Kids Sponsor - \$1,000  
 \_\_\_\_\_ In-Kind Community Sponsor - \$500

**SPONSOR**

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Website URL (link for promotion) \_\_\_\_\_

- Enclosed is a check payable to Harris County Hospital District Foundation**
- Please charge my Credit Card (circle one):**    **Visa**    **MasterCard**    **American Express**

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CARD NO. \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

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BILLING ADDRESS (if different from above) \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Please make checks payable to: Harris County Hospital District Foundation**



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 Harris County Hospital District Foundation  
 P.O. Box 301168  
 Houston, TX 77230-1168

Phone: 713-566-6409    Email: Carolyn.Amos@HarrisHealth.org