



SPONSORSHIP OPPORTUNITIES

Over the past nine years, The Blue Shoe Run for Prostate Cancer has attracted thousands of participants seeking to support their fathers, brothers, husbands, sons, or friends who have been diagnosed with prostate cancer.

Prostate cancer impacts all of us. In fact, it's the most commonly diagnosed cancer in Colorado.

The Blue Shoe Run is the only prostate cancer-focused run/walk in the Rocky Mountain region. You are invited to join The Urology Center of Colorado (TUCC) Foundation in support of the 10th annual Blue Shoe Run for Prostate Cancer on **September 7, 2019**.

Since 2010, more than \$160,000 has been raised from The Blue Shoe Run for prostate cancer research. We have partnered with the American Cancer Society to fund various prostate cancer research programs, and donated \$60,000 to the Johns Hopkins Bloomberg School of Public Health for the study of metastatic prostate cancer in 2018.

TUCC Foundation is a nonprofit, 501 (c)(3) organization, dedicated to advancing urologic care in the Rocky Mountain region through advocacy, research, education and support. Your tax-deductible support of The Blue Shoe Run is appreciated.



Who are you running for?
TheBlueShoeRun.com

There are a variety of ways you or your company can support **The Blue Shoe Run** in 2019:

1

VOLUNTEER OPPORTUNITIES

TheBlueShoeRun.com (volunteers)

- › As an individual or a group on the day of event

2

RUN/WALK CORPORATE TEAM RECRUITMENT

TheBlueShoeRun.com (register a team)

- › A minimum of 10 people make up one team (adult registration \$35-\$50)
- › Individual or team fundraising encouraged

3

DONATIONS

TheBlueShoeRun.com

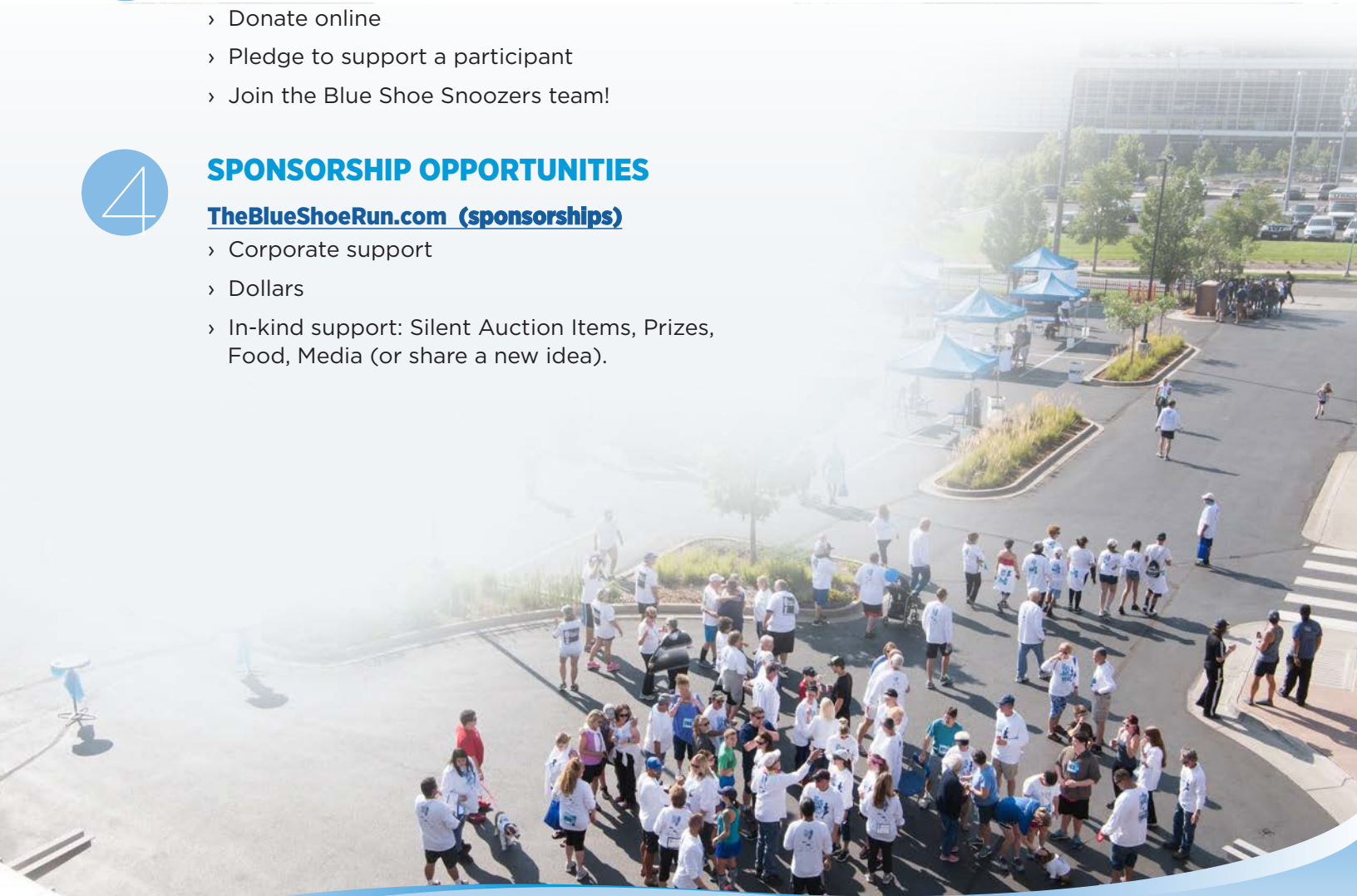
- › Donate online
- › Pledge to support a participant
- › Join the Blue Shoe Snoozers team!

4

SPONSORSHIP OPPORTUNITIES

TheBlueShoeRun.com (sponsorships)

- › Corporate support
- › Dollars
- › In-kind support: Silent Auction Items, Prizes, Food, Media (or share a new idea).



2019 Blue Shoe Run Sponsorship Opportunities



\$25,000 › The Blue Shoe

- › Signature sponsor
- › Prominent and exclusive logo placement on TheBlueShoeRun.com
- › Exclusive, first tier logo display on race t-shirts
- › Prominent company logo placement on all marketing materials
- › Exclusive company logo placement on 5k survivorship bibs
- › Company logo on social media through the following year
- › Logo display on all silent auction materials/sites
- › Exclusive company banner placement on the event main stage
- › Recognition on all race media including: social media, online advertising, website, radio, etc.
- › Prominent 10' x 10' exhibitors booth placement at the post-race party
- › Engraving rights for award winners medals
 - › Opportunity to present the medals
- › 15 complimentary race registrations

\$10,000 › The Blue Mile

- › Sponsor of the Survivorship Tent
- › Second tier logo display on race t-shirts
- › Company logo placement on all printed marketing materials
- › Recognition in race social media efforts
- › Prominent 10'x10' exhibitors booth placement at post-race party
- › 6 complimentary race registrations
- › Company banner placement at race start or finish line

\$7,500 › The Blue Sox

- › Second tier logo display on race t-shirts
- › Company banner placement at race start or finish line
- › Company logo placement on all printed marketing materials
- › 10' x 10' company exhibitors booth at the post-race party
- › 2 complimentary race registrations

\$5,000 › The Blue Note

- › Official sponsor of finish line water station
- › Third tier logo display on race t-shirts
- › Company logo placement on all printed marketing materials
- › 10' x 10' company display booth at the post-race party

\$2,500 › Uptown Blues

- › 10' x 10' company display booth at the post-race party
- › Sponsorship of one event email
- › Social media recognition

\$1,000 › Downtown Blues

- › 10' x 10' company exhibitors booth at the post event party
- › Social media recognition

Please contact Keri Olmstead, for more information about these sponsorship opportunities. We appreciate your support of our work to stomp out prostate cancer!

- › TUCC Foundation's Tax ID # is 26-2151171.
- › Checks should be made payable to The Urology Center of Colorado Foundation.
- › An electronic donation can be submitted at www.tuccfoundation.org.
- › Sponsorship funds are due by August 1, 2019 for the first three sponsorship levels. Payment for the remaining sponsorship levels is due by August 15, 2019.
- › Banners must be on site at TUCC by September 1, 2019.

Please send a signed copy of this agreement along with print-ready logo art (Illustrator or EPS versions ONLY sent electronically) if level appropriate to:

The Urology Center of Colorado Foundation
Attn: Keri Olmstead
2777 Mile High Stadium Circle
Denver, Colorado 80211
office 303-762-7682
cell 720-431-0771
kolmstead@tucc.com

LETTER OF AGREEMENT

Please check intended sponsorship(s) opportunities:

Financial support In-kind donation Team Volunteers

Donor level and Amount: _____

I am confirming our agreement of sponsorship for the above mentioned event. The Urology Center of Colorado Foundation wishes to form this sponsorship agreement with you to clarify terms and conditions of the sponsorship. As per this agreement, TUCC Foundation will accept the sponsorship funds of _____ in return for sponsorship level _____ (sponsor options for this event outlined on pages 3 or 4 of this document.)

Event date: 9.7.2019

Funds payment due by: 8.1.2019

Please contact Keri Olmstead to discuss further details of the agreement (303-762-7682). Signature on this document indicates agreement.

Please forward to Keri via email at kolmstead@tucc.com

Approved by:

Signature

Date

Company Name and Address

Signer Contact Phone #

Fax #

Email Address

IN-KIND DONATION FORM

Name of Merchant or Donor

Title

How do you want the company name to appear in print?

Address

City

State

Zip

Phone

Fax

Email

Item(s) Description

Retail Value of Item(s)

When will the donation be delivered?

Date and time item available

Signature

Date

**Thank you for supporting TUCC Foundation and The Blue Shoe Run
for Prostate Cancer through your generous donation!**

Please return your completed form to:
TUCC Foundation, Attn: Keri Olmstead
2777 Mile High Stadium Circle Denver, CO 80211

-- OR --

kolmstead@tucc.com

*For TUCC Foundation use only

Solicitor: _____

Date item(s) received: _____

Date thank you sent to donor: _____

Item used as (giveaway, prize, supplies, award): _____

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
The Urology Center of Colorado Foundation

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ **501(c)(3)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
2777 Mile High Stadium Circle

6 City, state, and ZIP code
Denver, CO 80211

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

				-		-				
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or

Employer identification number

2	6	-	2	1	5	1	1	7	1
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ Date ▶ **11.7.18**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*



LOGO REQUEST

To ensure we place your logo as you desire and to be visualized at the highest quality, Please complete the information below:

Company Name: _____

Contact Name: _____

Contact phone: _____ email: _____

LOGO FORMAT REQUIREMENTS

- Please email your logo at high resolution Jpg and EPS/Illustrator to Keri Olmstead: kolmstead@tucc.com
- Logo's must be to us by May 17th in order to secure all of the placements your sponsorship level allows.

LOGO PLACEMENT

Depending on your sponsorship level your logo will appear on:

- Marketing materials
- Auction bidding software placement
- T-shirts
- Bibs

Thank you for supporting The Blue Shoe Run!



Banner Contact Information

To ensure we place your banner as you desire and then return your banner to the appropriate recipient, please complete the information below:

Company Name: _____

Contact Name: _____

Contact Info: ph.: _____ email: _____

Anticipated delivery date of banner: _____

Banner Size Recommendations

- If you have existing banners, we are happy to use what you have.
- If you plan to make a new banner(s), here are a few sizes people use:
 - For the start line tower the banners display best at 3' H x 5' W with grommets in all 4 corners and every 1' along the top and bottom
 - Fencing banners 30"H x 112"W. This shows very well and is eye catching.

Location placement request – choose please

Our logistics team will hang your banner(s) for you. Please make sure we have your banner(s) by 8.30.19. Where would you like your banner(s) to be hung?

- Start Line
- Finish Line
- Booth
- Sponsored Activity area

Banner Return Information

Banners can be retrieved at the end of the event or at TUCC on Monday.

Questions please contact Keri Olmstead. kolmstead@tucc.com or 303.762.7682



Exhibitor/Display Needs

Please indicate below what you will need from TUCC Foundation for set-up:

- 10' x 10' tent _____yes_____no
- 8-foot table _____yes_____no
- 1 or 2 chairs _____yes_____no
- Electricity _____yes_____no
- Wateraccess _____yes_____no
- Other: _____

Please indicate below what you will be bringing for set-up:

- 10' x 10' tent _____yes_____no
- 6 or 8-foot table _____yes_____no
- 1 or 2 chairs _____yes_____no
- Educational supplies/handouts if yes, topic: _____
- Product samples, if yes, what type: _____
- Food service, if yes, what type and quantity: _____

Set-Up Options

Friday drop off of supplies:

- 12 p.m. - 3 p.m. The Urology Center of Colorado, 2777 Mile High Stadium Circle, Denver CO 80211.
- Supplies and materials delivered on Friday will be monitored by a security guard.
- The property is surrounded by a fence with two locked gates. If your set-up needs to be locked up more security than this, please set up on Saturday morning or arrange for your own security.

Saturday set up completed by 7 a.m.

- Starting at 6 a.m.
- All vehicles must be removed from the post-race area by 6:45 a.m. Free parking will be in Lot H or I of Bronco Stadium.
- Any set up supplies delivered after 6:45 a.m. and before 8 a.m. will have to be carried in.



- Please make arrangements specifically with TUCC Foundation if you are setting up after 6:45 a.m. race day.
- Upon return receipt of this completed and signed document, a location map will be forwarded to you prior to Friday, September 7, 2019.

Saturday tear down after 11:00 a.m.

- Once volunteers have cleared the entrance, vehicles may pull into the main lot for load out.
- Please bring your own dollies or carts for both set-up and tear down.
- All materials and supplies must be removed in the tear down and cannot be stored on site.

Participants display all goods at their own risk. The Urology Center of Colorado (TUCC) Foundation or TUCC will not be responsible for any damages or theft of materials or supplies or personal injury during the event. Sponsorship payment is due in full by event day. By signing below, you are entering in an exhibitor contract with TUCC Foundation.

Company name: _____

Address: _____

Phone: _____ Email: _____

Exhibitor Name(s): _____

Exhibitor (s) Contact Information Day Prior & Day of Event: phone/ _____

Email/ _____

Signature: _____ Date: _____

Thank you for participating in The Blue Shoe Run for Prostate Cancer! It is your participation and effort that will make this a great event. Please contact Keri Olmstead if you have concerns or needs not addressed in this document. You may contact me: 303.762.7682 or kolmstead@tucc.com

www.theblueshoerun.com