

SPONSORSHIP OPPORTUNITIES



FinishLyme
1
Years Running



10TH ANNIVERSARY FinishLyme 5K and 1K Fun Run

Sunday, October 4, 2020

5K START: 8:00 AM | 1K START: 9:15 AM

Fairfax Corner

4100 Monument Corner Drive | Fairfax, VA

**PLEASE NOTE
NEW DATE!**

But, first . . .

A message from Steve Gotschi, owner of DryHome Roofing & Siding, Inc. and founder of FinishLyme (formerly Loudoun Lyme 5K/1K)



In 2007, my family member began complaining about her hands and arms becoming numb and tingly while driving. We thought it would subside, but we were wrong. In just one year, she saw six doctors, had two surgeries, went to the ER several times, and had dozens of tests conducted, including a negative Lyme test.

She was told she had fibromyalgia and anxiety. After asking to be retested for Lyme, the results showed a “low positive” and we were told it would be “gone in no time with a few months of antibiotics.” That healing never happened and, in fact, the disease has completely disabled her.

Twelve years later, after countless doctor visits, medications, and treatments, our loved one is still battling chronic Lyme disease and has been treated for the coinfections of *Bartonella* and *Babesia*. Regrettably, had she received appropriate treatment at the onset of her illness, there is a good chance she would be leading a happy, healthy, and fulfilling life today.

Lyme disease is epidemic in Maryland, Virginia, and Washington, DC, and I have heard similar stories from numerous friends and customers about how they and their families have been devastated by the disease. That’s why I founded the FinishLyme 5K and 1K Fun Run—to raise funds so that others will not have to suffer a similar fate.

I have chosen NatCapLyme as the recipient of the run’s proceeds and have complete confidence in their stewardship of the funds. I wholeheartedly support the projects they implement, having seen firsthand how wisely they invest the money in pioneering research, public awareness campaigns, federal and local legislation, and prevention education.

I hope—with your help and through our efforts—we can raise enough money to bring about significant changes in the diagnosis and treatment of Lyme and tick-borne diseases. Your sponsorship and participation in the event are sincerely appreciated.



About the Beneficiary



NatCapLyme

The National Capital Lyme Disease Association

www.natcaplyme.org

The National Capital Lyme Disease Association (NatCapLyme) is a national all-volunteer nonprofit 501(c)(3) organization dedicated to improving the lives of those suffering from Lyme and other tick-borne illnesses. Our members, including our board of directors, have either experienced the disease personally or have loved ones suffering from a tick-borne illness. Our advocacy and legislative efforts support our mission by advancing the pursuit of a cure for Lyme and other tick-borne diseases. Until that cure is found and made available to all who suffer, we will work tirelessly to bring public awareness to this growing epidemic that affects millions of Americans each year.

What We Fund with Your Donations and Support



WHAT YOU NEED TO KNOW about Lyme & tick-borne diseases



Lyme disease is the **#1 vector-borne infectious disease** in the United States

Over **400,000** cases of **Lyme disease** were reported in 2018

Fewer than 50% of those who are bitten by ticks **recall a rash**

Lyme disease and its co-infections **mimic over 300 other diseases**, which is why it is called the "Great Imitator"

Tests for tick-borne pathogens are only **50–65% accurate**

Chronic Lyme patients pay an average of **\$53,000** per year out of pocket for long-lasting treatment

40% of patients with chronic Lyme disease are **unable to work due to their illness**

Sponsorship Benefits

In 2020, we are celebrating our **10th Anniversary FinishLyme 5K and 1K Fun Run**, which provides an opportunity for runners, persons afflicted with Lyme disease, families, and friends to join the fight against Lyme and tick-borne diseases.

Your organization can help our community by becoming an event sponsor.



Sponsorship of this unique event supports a cause that affects many families in the DMV and across the country, while increasing your organization's visibility.

We promote our sponsors at every opportunity—from pre-events beginning in January through event day, and beyond.

For the last 10 years, this annual event has attracted sponsors large and small, local and national, to benefit the National Capital Lyme Disease Association. Each year, we draw approximately **1,500 event participants** and **125 volunteers**. Our social media outreach extends to over **30,000 subscribers**.

Your company will be recognized through:

- FinishLyme.org
- NatCapLyme.org
- Facebook posts
- Instagram posts
- Event emails
- *Fairfax County Times* advertisement
- *Loudoun Times-Mirror* advertisement
- Paid social media
- Media coverage on event day
- FinishLyme event press release (10th Anniversary Sponsor only)

Our job is to make you feel comfortable that you've invested your donation wisely.
It's a job we take seriously.

Sponsorship Recommendations

- Secure your sponsorship early to maximize marketing opportunities.
- Provide materials to be included on pre-event promotional materials.
- Develop content highlighting your organization for social media spotlights.
- Plan now to make your booth exciting and interesting, in order to draw attention on the day of the event.

Sponsorship Levels

Sponsors of the **FinishLyme 5K and 1K Fun Run** will receive the following benefits according to the chosen sponsorship level.

SPONSORSHIP BENEFIT	10TH ANNIVERSARY \$5,000	PLATINUM \$2,000	GOLD \$1,250	SILVER \$250
Company sponsorship in event press release (must have commitment by August 26, 2020)	•			
Pop up banner on NatCapLyme.org	•			
NatCapLyme recognition and photo op on stage	•			
Recognition on sponsor signage at event registration/check-in provided by FinishLyme	•			
Recognition on event route signage provided by FinishLyme	•			
Inclusion in local media opportunities	•	•		
Sponsor spotlights in Facebook and Instagram stories	3 times	1 time		
Recognition in event emails	•	•	•	
Recognition in <i>Fairfax County Times</i> advertisement (circulation 330,000)	•	•	•	
Recognition in <i>Loudoun Times-Mirror</i> advertisement (daily circulation 450,000)	•	•	•	
Recognition on promotional signs, posters, postcards, flyers, event signage	•	•	•	
Recognition on event course map	•	•	•	
Recognition on event t-shirts	•	•	•	
Event t-shirts provided	4	3	2	
Recognition in 2021 sponsorship packet	•	•	•	
10' x 10' booth space (table and tent provided for 10th Anniversary sponsors, if needed)	•	•	•	Additional \$200
Recognition in post-event social media post	•	•	•	•
Inclusion in "proud sponsor" paid social media post	•	•	•	•
Recognition on FinishLyme.org	•	•	•	•

Join Our Sponsors



The Grainger Foundation



2020 Sponsorship Commitment Form

Please register as a sponsor using this form.

DATE _____

CONTACT INFORMATION

Name _____

Company Name (as to be displayed) _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____ Website _____

SPONSORSHIP COMMITMENT

Please select a sponsorship level:

☐ 10th Anniversary \$5,000 ☐ Platinum \$2,000 ☐ Gold \$1,250
☐ Silver \$250 ☐ Silver + Booth \$450 ☐ Donation \$ _____

REGISTRATION/PAYMENT OPTIONS

MAIL To register as a sponsor and pay by mail, complete this form and send with your check made payable to NatCapLyme to:

DryHome Roofing & Siding, Inc.
45921 Maries Road, Suite 100
Sterling, VA 20166

FAX / EMAIL Or, fax this form to 703-891-4664 or email to info@dryhome.com and provide your check by mail.

Note: National Capital Lyme Disease Association Federal ID #31-1752628

SPONSOR LOGO GRAPHICS

10th Anniversary, Platinum, and Gold sponsors, please email low- and high- (300 ppi) resolution (Illustrator .eps vector graphics strongly preferred) company logos to info@dryhome.com for use on pre-event and event day signage, literature, t-shirts, and other promotional items.

QUESTIONS?

Please call 703-230-7663 or email info@dryhome.com.

2020 Booth Space Agreement

All sponsors, please read the information provided, sign, and return this form with your sponsorship form.

**PLEASE NOTE
NEW DATES!**

SPACE DETAILS

- A 10' x 10' space will be assigned.
- Assigned spaces may not be relocated without permission from FinishLyme.
- A table and tent are provided for 10th Anniversary sponsors only. All other sponsors should bring their own. Exhibitors must set up their own displays.
- Set up time is between 5:30 AM–6:30 AM on Sunday, October 4, 2020.
- Break down may not begin until 11:00 AM.
- Refreshments will be provided to exhibitors.
- No alcoholic beverages are allowed.
- Voice amplification devices may not be used.
- No display of political materials is permitted.
- Exhibitors may not bring or utilize any substance that will increase fire hazard.
- All exhibit and booth materials must comply with federal and local fire laws.
- Exhibitors have sole responsibility for their property and any theft, damage, or other loss to such property.

CANCELLATIONS/REFUNDS

- Booth space cancellations must be made in writing before Friday, Sept. 18.
- No refunds will be made, as this is a "rain or shine" event.

BOOTH SPACE AGREEMENT

In submitting this form, I understand that the FinishLyme event will be held on Sunday, October 4, 2020, it is an outdoor event, and it is "rain or shine." I understand that DryHome Roofing & Siding, Inc. and the National Capital Lyme Disease Association are not responsible for lost or damaged goods or property. I also understand that my fee for the event is non-refundable.

Signature _____ Date _____

QUESTIONS?

Please call 703-230-7663 or email info@dryhome.com.

