



We are seeking sponsors for the 7th annual Let the Sun Shine 2.2 mile run/walk for mental health. Our event will be held on Saturday, April 22nd, 2017. All proceeds will be donated to the Brain and Behavior Research Foundation – the world’s leading donor-supported organization dedicated to finding the causes, improved treatments and cures for psychiatric illness.

This event was created to honor the memory of Jonathon James Robbins who ended his own pain at the age of 22 after being diagnosed with schizophrenia and depression. We strive to make this an event that honors not only Jonathon, but also all the other individuals and families out there who are suicide survivors or are dealing with mental health issues. 1 in 4 Americans suffer from a mental health disorder every year. Although almost everyone has been touched in some way by mental illness, either themselves or through a loved one, it still holds a stigma. We are an outlet for people to actively make a difference in this important cause and to end some of the stigma associated with mental illness and suicide by talking openly and giving people the opportunity to share their stories. We have hope that through research, better treatments and cures will be found for all mental health disorders.

In our six years of existence, we have been able to donate over \$146,000 to the Brain and Behavior Research Foundation and last year we once again had over 1,000 registrants. The support we have been shown is amazing. Our goal is to continue to host an event that raises much needed research dollars and continues to attract new participants. We take pride in being well organized and being a ‘feel good’ event that people of all ages enjoy coming to year after year. One reason for our success is that we acknowledge our appreciation to each participant, because without their support, we would not be as successful. It is our sponsors that allow us to keep registration costs low and make this an event to look forward to.

Sponsorship levels are available at all levels of affordability. We are officially classified as a nonprofit under section 501 (c)(3) of the Internal Revenue Code. Our EIN # is 45-3505006

\$250 & up – Name on adult t-shirt; sign at start/finish line, name on event flyer; name, phone number and website address on flyer in event bag; advertisement of your choice in event bag, name and website link on our website; name on our Facebook page and 4 event registrations.

\$150 & up – Name on Penguin Trot t-shirt, advertisement of your choice in event bag, name and website link on our website, name on our Facebook page, visible recognition at event & 2 event registrations

\$50 & up – Name and website link on our website, name on our Facebook page & visible recognition at event

\$50 & under or door prize donations are welcome and will be visibly recognized at event and on our Facebook page

Sponsorships can be made at any time, but to guarantee your company’s name on our paper advertisements, pledged sponsorship needs to be made by February 15th, 2016. To be listed on our t-shirts sponsorship with payment needs to be made by March 15th, 2016.

Thank you for your time and for considering sponsorship of our great event. Checks can be made payable to the Let the Sun Shine Run and sent to the address below. You can also pay for your sponsorship online through our website. Please feel free to contact us at any time if you have questions.

To learn more about our event and the Brain and Behavior Research Foundation, please check out our website

www.letthesunshinerun.com

Or find us on Facebook: Let the Sun Shine Run

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