



saving lives through organ, eye & tissue donation

5K **RUN DONOR WALK** 1K

★ FAMILY FESTIVAL ★

Azusa Pacific University  
Soccer Field

701 E. Foothill Blvd.  
Azusa, CA 91702

**APRIL 27, 2024**  
[donateliferrunwalk.org](http://donateliferrunwalk.org)

**SPONSORSHIP  
PACKET**







Donor Recipient



# START



Founded in 2003, the OneLegacy Donate Life Run/Walk is the largest event of its kind in the nation. The event features an inspiring opening ceremony, competitive 5K run, and healthy 5K/1K walk, followed by a Family Festival with over 20 exhibitor booths, food trucks, live entertainment, special activities for children, and opportunity prizes.







The OneLegacy Donate Life Run/Walk gathered over 5,000 participants at Azusa Pacific University in 2023 to celebrate the power of donation and transplantation.

Our run/walk expands our outreach efforts nationwide. We are inviting organ, eye and tissue donation advocates and health and wellness enthusiasts to build or join a team.

*“There is a great adrenaline rush associated with running for a cause. Together, we can go far!”*

E'TIFFANY JONES,

Head of Communications  
& Community Engagement  
OneLegacy



66% Female  
34% Male  
58% Under Age 49

### Top 10 Cities

- 1) Los Angeles
- 2) Fullerton
- 3) Anaheim
- 4) Riverside
- 5) Lakewood
- 6) Huntington Beach
- 7) Orange
- 8) Long Beach
- 9) Irvine
- 10) Yorba Linda

### Top 10 States

- 1) California
- 2) Nevada
- 3) Arizona
- 4) Washington
- 5) Connecticut
- 6) Texas
- 7) Colorado
- 8) Florida
- 9) Oregon
- 10) Utah

## 5,000+ ATTENDEES



## WHY EVERY PERSON COUNTS

The OneLegacy Donate Life Run/Walk is a non-competitive 5k/1k run/walk presented by the OneLegacy Foundation to educate and inspire the community about organ, eye and tissue donation, honor donors and inspire others to donate life.

**100,000+ People in the United States are waiting for a life-saving organ transplant.**

**20% Of those who are currently waiting for a lifesaving organ transplant, or 1 in 5 of those on the list, live in California.**

**95% Of U.S. adults support organ donation.**

**54% Are actually signed up as registered donors.**



# SPONSOR BENEFITS



	Presenting	Platinum	Circle of Life Garden	Gold	Location Sponsor (Kids, Teams, Partner)	Silver	Start Line	Finish Line	Bronze
<b>Contribution</b>	\$30,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000
Stand alone Main Stage Banner	○								
Two (2) dedicated email blasts	○								
Spokesperson at Opening Ceremony	○								
Recognition at Opening Ceremony	○	○							
Logo on Main Stage Tower	○	○							
Logo on Main Stage Banner	○	○	○	○					
30-second video upload on event's social media channels	○	○	○	○					
Inclusion in all press releases	○	○	○	○					
Organizations name listed on Run/Walk website	○	○	○	○	○	○	○	○	○
Family Festival Tent (10x10 canopy, table, 2 chairs supplied)	○	○	○	○	○	○	○	○	○
Complimentary Team Member Registrations	20	15	12	10	4	4	4	4	2
Guests to join Partners' Breakfast	6	4	4	4	4	2	2	2	2
Provide Opportunity Prizes to Participants	○	○	○	○	○	○	○	○	○
Logo Placed on Step-and-Repeat	○	○	○	○	○	○			
Solo Logo at featured location			○		○		○		



# Sponsorship Opportunities

**CONTACT:**

**New Sponsorship**

**Inquires:**

Joel Holley

Jholley@onelegacy.org

Christy Bethel

Cbethel@onelegacy.org

**For Previous Sponsor**

**Inquires:**

Iva Cook

Icook@onlegacy.org

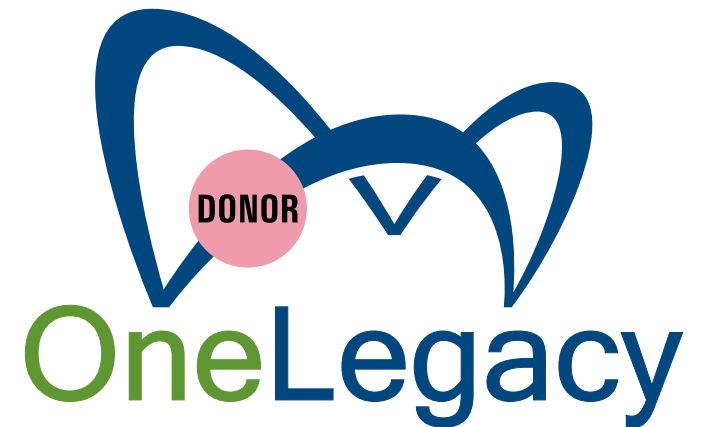
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Take a step.  
Join the movement.



saving lives through  
organ, eye & tissue donation



Register to  
become a  
Donor



Register to  
become a  
Sponsor