



TEAM TOMLF

2023 Sponsorship Opportunities



Run...so that others may live.



Maximize Your Marketing Impact

That Others May Live Foundation has partnered with the Air Force Marathon as a charity sponsor for its 2023, 27th Anniversary event.

Team TOMLF participants have the unique opportunity to engage in all race-related events while making a direct impact on United States Air Force Rescue Heroes, Veterans, and their families.

Businesses interested in sponsoring **Team TOMLF** will connect their brand with the U.S. Runner – *a very appealing segment for brands to target*!*

6 out of **10**
runners are female

Half are ages
35-54

Half have income of
\$100K+

Source: Running USA 2020 National Runner Survey

Sponsorship packages can be customized to meet your company's marketing and social responsibility objectives. Benefits may include:

- Brand visibility to over 18,000 **That Others May Live Foundation** social media followers
- Complimentary race bibs, which can be used to further your company's wellness initiatives
- Logo inclusion in **Team TOMLF's** race-related promotional e-blasts
- Promotional messaging and/or bounce-back coupon distributed to **Team TOMLF's** participants
- Opportunity to leverage your gift as a "match," raising even more in support of U.S. Air Force Rescue Heroes

Your sponsorship investment allows **That Others May Live Foundation** to execute its mission, which transforms the lives of U.S. Air Force Rescue Heroes, Veterans and their families. When you align your brand with us, you show your customers and community your passion for giving back to those who serve and sacrifice for our country.

About That Others May Live Foundation

***That Others May Live Foundation** is a 501(c)(3) nonprofit that provides support to the U.S. Air Force Rescue community and their families. We provide full post-secondary education funding to surviving children of fallen Rescue Heroes and merit-based scholarships for children of current and past warriors; deliver immediate tragedy assistance funds to aid families; and provide visible and invisible wounds and other critical support to our active duty and Veteran Heroes, and their families.*

Our tax identification number (EIN) is #88-0487308.





About the Air Force Marathon

The 27th Annual Air Force Marathon races are held both physical and virtual. Race registrations include Full, Half, 10K, 5K and Fly! Fight! Win! Challenge Series. Participants can complete their virtual race anywhere and on any day between September 1st–30th, 2023 (virtual option does not include FFW challenge).

Team TOMLF Sponsorship Opportunities

Title Sponsorship - \$10,000

- Exclusive naming rights, such as: “**Team TOMLF**, Presented by <your company>”
- Up to ten (10) complimentary race entries
- Two (2) sponsor-dedicated promotional posts* on TOMLF social media pages**, with logo recognition on TOMLF’s website for one (1) year
- Logo on TOMLF’s Air Force Marathon e-blasts, sent to TOMLF distribution list
- Opportunity to include promotional flier/coupon in **Team TOMLF** incentive package
- Opportunity to leverage sponsorship to “match” runner fundraising, up to \$5,000***

Gold Sponsorship - \$5,000

- Up to four (4) complimentary race entries
- Logo recognition on TOMLF’s website for one (1) year
- Logo on TOMLF’s Air Force Marathon e-blasts, sent to TOMLF distribution list
- Two (2) sponsor-dedicated promotional posts* on TOMLF social media pages**, with logo
- Opportunity to leverage sponsorship to “match” runner fundraising, up to \$2,500***

Silver Sponsorship - \$2,500

- Up to two (2) complimentary race entries
- Logo on TOMLF’s Air Force Marathon e-blasts, sent to TOMLF distribution list
- One (1) sponsor-dedicated promotional posts* on TOMLF social media pages**, with logo

Bronze Sponsor - \$1,000

- Logo on TOMLF’s Air Force Marathon e-blasts, sent to TOMLF distribution list
- One (1) sponsor-dedicated promotional post* on TOMLF social media pages**, with logo

Incentive Sponsor - In-Kind

- One sponsor-dedicated promotional post* on TOMLF social media pages**, with logo
- Opportunity to distribute promotional flier/coupon to **Team TOMLF** participants
- Sponsor provides mutually agreed-upon promotional product for all TOMLF participants, including shipping and handling

**Sample Message: “That Others May Live Foundation would like to thank <your company> for supporting our Rescue Heroes, Veterans, and families.*

***TOMLF manages business pages on Facebook, Instagram, Twitter, and LinkedIn, with over 18,000 followers*

****Sample Message: “This week only, <your company> will match all funds raised by **Team TOMLF** athletes, up to \$x. Double your impact for our Warriors, Veterans, and families, thanks to <your company>*



TEAM TOMLF

SPONSORSHIP COMMITMENT FORM

Thank you for supporting the That Others May Live Foundation!

- \$10,000 Title \$5,000 Gold \$2,500 Silver \$1,000 Bronze
- Incentive Sponsor (In-Kind)

COMPANY NAME _____

SPONSORSHIP CONTACT (Name) _____ (Title) _____

MAILING ADDRESS: _____

CITY _____ ST _____ ZIP _____

EMAIL _____ PHONE _____

INCENTIVE DESCRIPTION(S)

ITEM DESCRIPTION _____

RETAIL VALUE \$ _____



Sponsorships and donations raised through **Team TOMLF** directly benefit the mission and work of **That Others May Live Foundation**, whose programs serve U.S. Air Force Rescue warriors, Veterans, and families.

That Others May Live Foundation is a non-profit 501c3 charitable organization, EIN #88-0487308. Donations are tax deductible to the full extent of the law. Thank you for your support. Receipts will be provided after the event.

For payment by credit card, please visit our event site:

<https://raceroster.com/events/2023/75830/af-marathon-team-tomlf-fundraising-2023>

Signature: _____

Date: _____, 2023

To activate your sponsorship benefits immediately, please email a high-resolution JPG or PNG logo to events@thatothersmaylive.org.