

# Team Strong Heart Corporate Sponsorships

## 2007 Race Across America



**Show your Corporate Strong Heart!  
Support Camp Odayin and give kids  
with heart disease an opportunity of a  
lifetime!**

## Why Join Team Strong Heart?

Each year 32,000 babies are born in the US with cardiovascular defects. Children with heart disease are not often afforded the opportunity to attend camps due to health risks and medical issues.

Camp Odayin is a non profit organization dedicated to providing the camp experience to these special young people through week long residence camps, day camps and family camps providing campers and families the opportunity to meet others with similar health, emotional and social concerns. Camp Odayin is made available regardless of number of scars, scope of disease or physical abilities and is staffed by volunteer pediatric cardiologists, nurses and camp staff. To top it off, the experience is provided at no cost to the campers (aside from a \$25 document processing fee).

### Sponsor children

- Every \$500 your company donates will sponsor a child to attend Camp Odayin

### Media coverage

- The Race Across America (RAAM) is a significant media engine receiving international, national, regional and local media coverage. RAAM just completed it's 25<sup>th</sup> year of competition. Public Relations for the 2007 event is being managed by O2 Sports Media. Previous media coverage has appeared in television and print (NBC, BBC, OLN, Velo News, to name a few).

[www.raceacrossamerica.org](http://www.raceacrossamerica.org) .

- Sponsorship levels give increasing exposure for your company, products and message during scheduled pre and post race interviews, on the Camp Odayin/Team Strong Heart website and will be integrated into our media plan coordinated by Bell Pottinger USA. [www.campodayin.org](http://www.campodayin.org)

### Awareness in Pediatric Heart Hospitals

- Sponsors appear in Team Strong Heart communications with Pediatric Heart Hospitals across the US, Europe and Canada.

### Charitable Giving

- Camp Odayin is a US registered non-profit organization. Fed EIN # 41-2014358



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## Platinum Sponsor (\$25,000)

- Sponsors up to 50 children to attend Camp Odayin
- Premium size (6"+) and location of Corporate Logo on Team Jersey and Shorts
- Scripted Corporate Message during pre and post race interviews
- Scripted Corporate Message during daily interviews, team web logs and video web logs
- Corporate visit and presentation by Team Strong Heart racer(s)
- Banners on support vehicles
- Banners at Team Strong Heart tent pre and post race
- Name addition to all Team Strong Heart Correspondence Materials to National, Regional and Local Media
- Name addition to all awareness materials and communications to US, European and Canadian Pediatric Heart Hospitals
- Premium Graphic and Banner Ad on Camp Odayin/Team Strong Heart Website
- Corporate Pitch on Camp Odayin/Team Strong Heart Website
- Hyperlink to Corporate Website

## Gold Sponsor (\$10,000)

- Sponsors up to 20 children to attend Camp Odayin
- Large, 4" corporate logo on Team Jersey and Shorts
- Corporate Name Mention during pre and post race interviews
- Medium-size signage on support vehicles
- Medium-size signage at Team Strong Heart tent pre and post race
- Name and corporate logo addition in sponsor section of all Team Strong Heart Correspondence Materials to National, Regional and Local Media
- Name addition to all awareness materials and communications to US, European and Canadian Pediatric Heart Hospitals
- Large Graphic and message on Camp Odayin/Team Strong Heart Website
- Hyperlink to Corporate Website

## Silver Sponsor (\$5,000)

- Sponsors up to 10 children to attend Camp Odayin
- 2" corporate logo on Team Jersey
- Small signage on support vehicles
- Small signage at Team Strong Heart tent pre and post race
- Name addition to sponsor section of all Team Strong Heart Correspondence
- Corporate Graphic on Camp Odayin/Team Strong Heart Website
- Hyperlink to Corporate Website