

# Bella Rose Strides for Babies



Presented by:



Hello!

We would like to invite you to participate in our sixth annual Bella Rose Strides for Babies 5k on August 5, 2017. To give you some background: in May 2011, one of our employees suffered the devastating loss of her child, Bella, to sudden infant death syndrome (SIDS). To honor her memory, CFP&SM has annually held the Bella Rose Strides for Babies starting in August 2012. Besides being a wonderful opportunity to give back to the community by helping keep babies safe through our charity CJ First Candle, it's also a great marketing tool for your organization. We have whole families participating including parents pushing strollers in the race, dogs trotting along beside owners, and kids playing in the bounce house with painted faces. Although her family and friends will always mourn the loss of Bella Rose, this joyous event uplifts all those who participate, either as a volunteer, runner, or sponsor.

There are several different ways in which you can participate, which are outlined in the attached form, along with more information on the event. Please extend the invitation to your staff and their families. We would love to have them participate as well.

Thank you for your thoughtful consideration and please feel free to contact me with any questions.

Sincerely,

Kathy Fleming, R.T. (R)  
Bella Rose Strides for Babies Sponsorship and Fundraising  
Carolina Family Practice and Sports Medicine  
3700 NW Cary Parkway, Suite 110  
Cary, NC 27513  
office: (919) 238-2076  
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# *The Sixth Annual* *Bella Rose* Strides for Babies



Saturday, August 5<sup>th</sup> 2017  
WakeMed Soccer Park, Cary, North Carolina  
5K Walk/Timed Race • Kids' Fun Run

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*On May 2, 2011, tragedy struck the Carolina Family Practice & Sports Medicine family when Amy Diaz, one of our beloved employees, suffered the heartbreaking loss of her beautiful and charismatic baby daughter Bella Rose to the dreadful mystery that is Sudden Infant Death Syndrome or SIDS.*

*To honor her, Carolina Family Practice & Sports Medicine has worked with CJ First Candle, the leading SIDS prevention charity to put on the annual 5K event, and we are very excited about the foundation's new public health initiative targeted here in North Carolina. We will be hosting our sixth annual 5K in August, and would like to offer you the opportunity to become a sponsor.*

Thanks to the generosity of our sponsors, over the last four years, the Bella Rose Strides for Babies 5K has been an exceptional success:

- Over 200 annual participants
- More than \$20,000 raised for the Foundation annually
- Family-friendly event including kid activities, a DJ, a silent auction, incentivized fundraising, a stroller challenge, a dog category, and gift certificate awards.

## **Sponsorship Opportunities:**

- **Diamond Sponsor - \$ 5,000**  
Sponsor's logo will be featured prominently at the top of all print materials, including advertising, promotions, t-shirts, and website.
- **Platinum Sponsor - \$ 2,500**  
Sponsor's logo will be highly visible on all print materials, except where space limitations in certain promotional opportunities preclude inclusion. Logo on website and t-shirt included.
- **Gold Sponsor- \$ 1,000**  
Sponsor's logo will be listed on website, t-shirt, and event day materials.
- **Silver Sponsor - \$500**  
Sponsor's name will be listed on website, t-shirt, and event day materials.
- **Bronze Sponsor - \$250**  
Sponsor's name will be listed on event day materials.
- **Monetary donations, donations of goods, or in-kind services for The Bella Rose Strides for Babies 5K are also appreciated.**

Please complete the sponsorship form and return with payment. To receive more information or ask questions about sponsorship, please contact:

Kathy Fleming at:  
919-238-2076  
[BellaRoseFundraising@gmail.com](mailto:BellaRoseFundraising@gmail.com)



**Saturday, August 5<sup>th</sup> 2017** ☐ **Cary, North Carolina**

**Sponsor Information**

Name: \_\_\_\_\_

*(Person, business, store as you would like it printed)*

Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Sponsorship Options (Please Check Box)**

- ☐ **Option 1:** Diamond - \$5,000  
☐ **Option 2:** Platinum - \$2,500  
☐ **Option 3:** Gold - \$1,000  
☐ **Option 4:** Silver- \$500  
☐ **Option 5:** Bronze - \$250  
☐ **Option 6:** Monetary donations to Bella Rose Strides for Babies 5K  
I do not wish to sponsor but would like to donate \$ \_\_\_\_\_  
☐ **Option 7:** Donations of goods or in-kind services for The Bella Rose Strides for Babies 5K

Item: \_\_\_\_\_

*(Description of item or service)*

Estimated Value: \_\_\_\_\_

Please make checks payable to **CJ First Candle** and mail to:

Carolina Family Practice & Sports Medicine  
Bella Rose Strides  
3700 NW Cary Parkway Suite 110  
Cary, NC 27513

Please charge my: ☐ American Express ☐ Visa ☐ MasterCard ☐ Discover Card

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**\*Email logo (jpegs or gifs only) to:** BellaRoseFundraising@gmail.com

*All sponsorships are tax deductible to the extent allowed by law  
CJ First Candle Tax Exempt No. 52-1591162  
49 Locust Ave, Suite 104  
New Canaan, CT 06840  
203-966-1300 • <http://www.cjfirstcandle.org> • [info@cjfirstcandle.org](mailto:info@cjfirstcandle.org)*