



Omegas of Greater Little Rock

501(c)(3) Affiliate

P.O. Box 164238
Little Rock, AR 72216

August 4, 2016

Dear Community Partner:

It is a rare opportunity to be an integral part of an event that offers not only national branding opportunities and messaging for your company but also helps to save and change lives. That very opportunity presents itself today. The Omegas of Greater Little Rock is a non-profit fraternal organization made up of members of Pi Omicron Chapter of Omega Psi Phi Fraternity, Inc located in Little Rock, Arkansas. Since its inception in 1946, the Pi Omicron Chapter of Omega Psi Phi Fraternity, Inc. has been viewed as a vital part of uplifting the Little Rock community. The men of Omega Psi Phi Fraternity, Inc. have been trailblazers in the professional and community sectors across the country since 1911. The organization was created and strives to live by its four cardinal principles Manhood, Scholarship, Perseverance, and Uplift.

We invite you to partner with us for the Omega Prostate/Colon Cancer Awareness 5K run/walk to be held in Little Rock, Arkansas on April 22, 2017. The men of Omegas of Greater Little Rock have partnered with the Arkansas Prostate Cancer Foundation and the American Cancer Society for this event to support Prostate Cancer and Colon Cancer awareness. Too many men will hear the words "You have prostate cancer" in this calendar year. Our goals are to increase the recognition, discussion, education, and promotion of yearly screenings for prostate and Colon cancer. According to the latest prostate cancer statistics from the National Cancer Institute, about 240,000 men will receive a diagnosis of prostate cancer, and about 33,000 men will die of the disease. Overall, about 17%, or 1 in 6 men will be diagnosed with prostate cancer during his lifetime. More than 2.5 million men in America are now living with a diagnosis of prostate cancer. Reports show that prostate cancer is the second leading cause of cancer deaths among men in the United States, accounting for about 11% of cancer related deaths in men. Colon Cancer is the third most commonly diagnosed cancer and the second leading cause of cancer death in men and women combined in the United States. The American Cancer Society estimates that this year 136,830 people will be diagnosed and 50,310 will die from this disease.

Your corporate support will play an immeasurable role in increasing awareness, education and action concerning prostate cancer. We plan to gradually expand this event nationwide through media coverage, notable sponsorships, and through other Omega Chapters partnering with Cancer Organizations in other states. We are preparing for gradual growth as we have created the website www.omegas4pca.org which will constantly be updated. We are honored to have renowned and respected local figures ranging from professional sports, civic leaders, politicians, and others taking a prominent role in this event. We are looking for organizations to become permanent annual sponsors, but will also accept sponsors on a year by year basis, as we understand that the nation's economy changes organizations financial status from year to year.

This event was established in 2013 with focus on education, early detection, and dissolving the fear of the test as well as increasing the importance of getting tested. We have raised thousands of dollars for the Arkansas Prostate Cancer Foundation over the years as this event has grown. Recently, we have added the American Cancer Society as a partner to fight Colon Cancer. We need your help to reach our goal of making this a nationwide event.



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Your corporate sponsorship will have a life changing effect

Sponsor Opportunities include:

- * Your corporate name and logo on all Omega Prostate/Colon Cancer Awareness 5K collateral materials to promote the event including websites, social media, and all media appearances.
- * Your corporate logo will be displayed in all promotional events and race day.
- * Your corporate promotional items, coupons, or goods will be put in every participant's goody bag, and each sponsor will receive five to ten complimentary race registrations depending on sponsor level.

Event Sponsorship Levels:

\$3,000 Platinum Level Sponsor: You will be listed as a Platinum Level Sponsor. 1) Your name and logo will be listed in **bold** on all materials that are developed to promote the event including (i.e. Social media, Websites, and Media appearances). 2) Your promotional items will be included in the materials provided to each participant. 3) A link to your website will be provided on the event website. 4) You will have booth space to display additional promotional materials at the gathering area at the race. 5) You will receive 10 complimentary race entries.

\$2,000 Royal Purple Level Sponsor: You will be listed as a Purple Level Sponsor. 1) Your name and logo will be listed on all materials that are developed to promote the event including (i.e. Social media, Websites, and media appearances). 2) Your promotional items will be included in the materials provided to each participant. 3) You will have the opportunity for your personnel to serve as volunteers for water/nourishment stations, or finish line. 4) You will receive 8 complimentary race entries.

\$1,000 Old Gold Level Sponsor: You will be listed as a Gold Level Sponsor. 1) Your name and logo will be listed on all materials that are developed to promote the event including (i.e. Social media, Websites, and media appearances). 2) Your promotional items will be included in the materials provided to each participant. 3) You will receive 5 complimentary race entries.

\$250 Friend of Omega Level Sponsor: You will be listed as a Friend of Omega Level Sponsor.



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To insure your company is listed as a sponsor donations must be received no later than March 10, 2017. Donations are tax deductible and a W-9 form will be provided upon receipt of your contribution. Mail donations to:

Omegas of Greater Little Rock
P.O. Box 164238
Little Rock, Arkansas 72216
(Please make all checks payable to Omegas of Greater Little Rock.)

Please provide a photo ready copy of your logo or a clear description of how you would like to have your sponsorship characterized. If you have any questions, please call Charles Todd at (501) 240-9138.

Thank you for making a life-affirming commitment to make a positive change in the lives of men and women.

Sincerely yours,

Charles E. Todd
Event Chairman
Omegas of Greater Little Rock

Willie Brewer
President Omegas of Greater Little Rock