



Helping to find a cure for cancer!

P.O. Box 0213, West Medford, MA 02156

Race Director: Gordon Pilotte 781.777.2513 email: momsrun@comcast.net

Dear Community Business Owner,

March 2008

On behalf of Dana-Farber Cancer Institute, I am requesting your continued support at the 6th Annual M.O.M.'s RUN, held on Mother's Day, May 11th 2008, in Davis Square. 100% of this event's proceeds go directly to Dana-Farber's Claudia Adams Barr Program. The 5K run/walk is held in memory of Mary (Pilotte) O'Brien. She was a longtime resident of Somerville and actively involved throughout her life in many charities. Sadly, Mary died from Cancer in November, 2002.

Listed below are the levels of sponsorship M.O.M.'s run is hoping to attain:

EVENT DONOR - \$100

The names of *all* sponsors who donate \$100 or more will be added to the M.O.M.'s run web page and race t-shirts.

EVENT FRIEND - \$500

This level of sponsorship would pay for the Water Stops and Individual Mile Markers. Your company logo or banner would be displayed at all three mile markers along the race route.

EVENT PARTNER - \$1,000

This level of sponsorship would cover the cost of the Race Insurance, Advertising and Timing Company costs. Banners or any signage are welcomed at the post race party. As a special thank you, please feel welcome to use the two complementary entries provided.

EVENT UNDERWRITER - \$3,000

This level of sponsorship would cover *all* the overhead expenses, enabling more money to go directly for Cancer research. In exchange, for donating at this level, it would be a pleasure to display your company advertisements, logo, and also verbally plug acknowledgements of your contribution during the post-race party. Your presence is most welcome! As a special thank you, five complimentary entries would be provided.

Also, we are accepting items for raffle prizes such as gift certificates or merchandise.

This race is a great way to honor someone special TO YOU, whose life has been challenged by cancer. Your contribution is appreciated. If you have any questions, or need more information, please don't hesitate to contact me at (781)-777- 2513, or via email at info@momsrun.org.

Sincerely,

Gordon Pilotte, Race Director