



*Team Fisher House at the
2010 Marine Corps Marathon
Sponsorship Opportunities*

October 29-31, 2010

October 29-30	MCM Health & Fitness Expo
October 30	Pasta Dinner
October 31	Marine Corps Marathon and MCM10K

Founding Sponsors



Overview

About Team Fisher House at the 2010 Marine Corps Marathon:

The fifth annual team will participate in the Marine Corps Marathon and MCM10K on Sunday, October 31, 2010 in Arlington, Virginia. One-hundred percent of the team fundraising will be dedicated to the construction of the Walter Reed Military Medical Center Fisher Houses at Bethesda.

Military Times Media Group and Newman's Own are the founding sponsors of the Team Fisher House at the Marine Corps Marathon since the inception of the team in 2006. Their support is integral to the yearly success of this event.

About the MCM: Awarding no prize money, the "People's Marathon" boasts a race field of 30,000 registered runners, many first-time marathoners, who hail from every state in the nation and more than 50 countries. One out of every six runners participates with a charity partner, such as Team Fisher House.

About the Expo: The Health and Fitness Expo, located at the Washington Convention Center, offers more than 200 booths and interactive centers for enjoyment by an expected 100,000 runners and guests. Marathon, MCM10K and Healthy Kids Fun Run participants are affluent, educated, active individuals. The Expo show hours are Friday, October 29 through Saturday, October 30 from 9am to 7pm.

Continued . . .

Overview (cont'd)

About the Pasta Dinner: Team runners, volunteers, and guests are invited to the team pasta dinner at the Key Bridge Marriott in Arlington, Virginia on Saturday, October 30, 2010. Team Fisher House has invited motivational speaker and combat-wounded veteran, Ivan Castro as its guest speaker. Captain Castro is the only blind officer serving in the Army's Special Forces and has competed in multiple marathons and ultra-marathons with his running partner LTC Fred Dummar. The pasta dinner is an opportunity for our runners to meet the rest of the team and enjoy the food provided by our sponsors. Fundraising incentive prizes will be distributed and photos will be taken to commemorate the event.

About Fisher House: Fisher House Foundation is best known for the network of 43 comfort homes on the grounds of military and VA major medical centers. The houses are 5,000 to 16,000 square foot homes, with up to 21 suites, donated to the military and VA by the Fisher family of New York through Fisher House Foundation. The Foundation provides support to families of patients receiving care at the nearby medical center and has ensured that families of service men and women wounded or injured in Operation Iraqi Freedom and Operation Enduring Freedom do not pay for their stay at a Fisher House.

Team Fundraising: Since 2006, Team Fisher House at the Marine Corps Marathon has raised \$942,000 for Fisher House Foundation, with \$260,000 raised in 2009 alone. Over 200 runners will participate with the team this year, supported by more than 100 volunteers. **The 5th annual Team Fisher House at the Marine Corps Marathon will cross the \$1,000,000 mark in 2010 - a major team milestone!** Most of our team has some affiliation with the military. Runners utilize a "grassroots" approach to raise funds and awareness for Fisher House Foundation.

Sponsorship Opportunities

Public Service Advertising Sponsors:

Limit: 1 national print/online, 1 DC Metro area print/online and 1 DC Metro radio

- Logo'd link in top section of www.teamfisherhouse.org web site
- Logo on back of team shirts (June 1 deadline)
- Logo in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Opportunity to make a short presentation at the pasta dinner
- Reserved priority seating at team pasta dinner (4 seats for each package)
- Full page ad in the pasta dinner program
- Opportunity to provide a banner to be displayed at the pasta dinner
- Feature article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Fundraising Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Team Pasta Dinner Sponsors

\$10,000, limit: 2 (can be combined)

- Logo'd link in top section of www.teamfisherhouse.org web site
- Logo on back of team shirts (June 1 deadline)
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Logo in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Opportunity to introduce guest speaker and make a short presentation at the pasta dinner
- Reserved priority seating at team pasta dinner (2 seats for each package)
- Full-page ad in the pasta dinner program
- Opportunity to provide a banner to be displayed at the pasta dinner
- Feature article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Training Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Sponsorship Opportunities

Team Fisher House Running Jacket Sponsor

\$15,000, limit: 1

- Logo'd link in top section of www.teamfisherhouse.org web site
- Embroidered logo on Team Jacket
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Logo in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Reserved priority seating at team pasta dinner (2 seats)
- Full page ad in the pasta dinner program
- Opportunity to provide a banner to be displayed at the pasta dinner
- Feature article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Fundraising Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Team Expo Booth Sponsor

\$7,500, limit: 1

- Logo'd link in top section of www.teamfisherhouse.org web site
- Opportunity to provide a banner to be displayed at expo booth
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Logo in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Reserved priority seating at team pasta dinner (2 seats)
- Full-page ad in team pasta dinner program
- Feature article in one of the Team Fisher House—2009 Marine Corps Marathon Team or Training Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Sponsorship Opportunities

Team Shirt Sponsors

\$ 5,000, limit: 2

- Logo'd link on the www.teamfisherhouse.org web site
- Logo on all team shirts for runners and volunteers (June 1 deadline)
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Listed in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Reserved priority seating at team pasta dinner (2 seats)
- Full-page ad in team pasta dinner program
- Feature article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Training Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Team Hat Sponsors

\$5,000, limit: 2

- Logo'd link on the www.teamfisherhouse.org web site
- Logo on one side of all team hats runners and volunteers (June 1 deadline)
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Listed in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Reserved priority seating at team pasta dinner (2 seats)
- Full-page ad in team pasta dinner program
- Feature article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Training Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Sponsorship Opportunities

Team Gift Bag Sponsor: \$5,000, limit: 1

- Logo'd link on the www.teamfisherhouse.org web site
- Logo on gift bag
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Listed in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Reserved priority seating at team pasta dinner (2 seats)
- Full-page ad in team pasta dinner program
- Feature article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Training Updates
- Link in each subsequent update
- Opportunity to include an item in the team gift bag

Fundraising Incentive Prize Sponsors:

- Logo'd link on the www.teamfisherhouse.org web site
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Listed in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Listed in team pasta dinner program
- Article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Fundraising Updates; link in each subsequent update

Post-Race Tent Food and Beverage Sponsors:

- Logo'd link on the www.teamfisherhouse.org web site
- Sponsorship listed in Team Fisher House article of The Patriot (official magazine of Fisher House Foundation)
- Listed in the full-page thank-you ad in the Military Times Media Group publications (Army Times, Marine Corps Times, Navy Times, Air Force Times)
- Listed in team pasta dinner program
- Article in one of the Team Fisher House—2010 Marine Corps Marathon Team or Fundraising Updates; link in each subsequent update

Sponsorship Pledge Form

Company Name: _____
(Please print company name as it should appear in the program booklet and related materials)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

YES! I/We would be pleased to support Team Fisher House at the 2010 :

- Military Times _____ Public Service Advertising Sponsor (National Print/Online Media)
- Media Group _____ Public Service Advertising Sponsor (DC Metro Area Print/Online Media)
- WMAL _____ Public Service Advertising Sponsor (DC Metro Radio)
- _____ \$15,000 Team Fisher House Running Jacket Sponsor
- _____ \$10,000 Pasta Dinner Sponsor(s)
- _____ \$7,500 Expo Booth Sponsor
- _____ \$5,000 Shirt Sponsor(s)
- _____ \$5,000 Hat Sponsor(s)
- Newman's Own _____ \$5,000 Gift Bag Sponsor
- _____ Fundraising Incentive Gift Sponsor*
- _____ Post-race tent Food & Beverage Sponsor*

* Please contact Cathy with items to be donated

I/We cannot participate but would like to contribute \$ _____ in support of Team Fisher House at the 2010 MCM

Please fax this form to 301-294-8562 (Attn: Team Fisher House) and mail contributions to:

Fisher House Foundation, Inc.
Attn: Team Fisher House - 2010 MCM
111 Rockville Pike, Suite 420
Rockville, MD 20850

Checks should be made payable to:

Fisher House Foundation
All gifts to Fisher House are tax-deductible as allowed by law.
Tax ID # 11-3158401

For more information, visit www.teamfisherhouse.org/2010MCM
or contact Cathy Cabrey at (240) 599-2473 or ccabrey@fisherhouse.org