

Warm greetings!

It is a pleasure to invite you to be our partner in mounting a unique race event dubbed as "**The Amazing Kidney Race**" on March 7, 2010 in UP Diliman. Please refer to the enclosed event profile for a backgrounder.

Running has been an individual and self-directed sport activity. To many, it is a great way of getting out of the daily grind and a means of de-stressing. For some, it is an opportunity to take on new challenge and attain further personal achievements. And to almost everyone, it is an effective pursuit to be fit and healthy, especially if properly regimented. Perhaps, all these may be the reasons why running is experiencing a boom in the country nowadays.

As running continuously zooms in popularity, many organizations have endeavoured to integrate their corporate social responsibility by sponsoring or even holding race events that aim to support and benefit specific charitable institutions and foundations. This is a very pleasing development.

Institutionalizing the humanitarian dimension of running and race events is what the Philippine Society of Nephrology (PSN) aims to accomplish in staging "The Amazing Kidney Race." All proceeds of this race event will be used for supporting the kidney disease awareness campaign of PSN and the operation and treatment of indigent kidney patients. Likewise, this race is among the platform events of PSN to join the global celebration of World Kidney Day 2010.

We are inviting you to be our partner in this worthy cause. In line with our invitation for you to be part of this activity we would like to offer a sponsorship package for you to fully maximize your presence in the event and promote your company, products and services. Please see attachments for the details.

We would be more than glad to discuss the details with you. Should you need further clarifications, you may contact us through landline numbers 554-8488 or mobile number 0915-2966116 (look for Dr. Czarlota Valdenor).

Thank You.

Sincerely,

Elizabeth S. Montemayor, M.D.
Chief of Section
Section of Nephrology
UP Manila, Philippine General Hospital
Head Institution, Committee for World Kidney Day

SPONSORSHIP PACKAGE FOR THE Co-PRESENTOR

- Provision of race singlets to all 2000 participants (singlet design to come from race organizer)
- Provision of 2000 sets of race packet/envelop containing a race bib, 4 pieces of safety pins, and race route map (route soft copy to be supplied by the race organizer)
- Allocation of Php20,000 worth of gift certificates as premium for top three relay teams in the 15-k relay category

OR

- P150,000.00 cash sponsorship

The Amazing Kidney Race provides an ideal venue in tapping a vibrant market of the local running community in terms of gaining optimum returns in target market and media exposure. As a co-presentor, you will be given direct-to-market incentives and event-owner privilege:

- Solo exposure of the brand logo on the race singlet
- Outright product lockout and exclusive ownership of the event
- Media and event exposure bundling of a conglomerate affiliate brand
- Lead billing and conspicuous exposure of the brand logo in the race poster layout
- Prominent inclusion in all event publicity initiatives such as tv plugs through **RunnerSpeak @ QTV11**, radio announcements through **RunRadio @ NU107 FM**, press releases and feature stories to be published in major broadsheets and on-line media partner www.thebullrunner.com, and banner ad of event poster (in leading running blogsites)
- Product/Brand Streamers and Banners (client-supplied. Size 3 ft X 6 ft):
 - as a presentor, the sponsor is entitled to display streamers and banners in the venue and along the race course during the event (Maximum of 20 streamers).
- Event Streamers:
 - product/brand name and logo will appear on the 8' x 8' event streamers to be displayed within the venue (UP Diliman campus) 3 weeks leading up to the race day.
 - product/brand name and logo will appear on the 8' x 10' backdrop during the event.
- Race route directionals:
 - product/brand name and logo will appear on race route directionals on the race day.
- Invitations:
 - product/brand name and logo will appear on invitations (hard copy and soft copy) sent to running clubs, teams, individuals, and fitness centers.
- Product/brand/company booth:
 - the presentor is entitled to set up a booth and is allowed to sell/display/distribute products/samples and leaflets in the event premises on the race date, 28 February 2010.
- Photo documentation:
 - the organizers will provide the presentor with photos of the event.
- Monitoring:
 - The organizers will provide the presentor with 20 complimentary slots for participation in the race.

SPONSORSHIP PACKAGE FOR THE MAJOR SPONSOR

P30, 000.⁰⁰

The Amazing Kidney Race provides an ideal venue in tapping a vibrant market of the local running community in terms of gaining optimum returns in target market and media exposure. As a co-presenter, you will be given direct-to-market incentives and privileges:

- Conspicuous billing and exposure of the brand logo in the race poster layout
- Prominent inclusion in all event publicity initiatives such as tv plugs through **RunnerSpeak @ QTV11**, radio announcements through **RunRadio @ NU107 FM**, press releases and feature stories to be published in major broadsheets and on-line media partner www.thebullrunner.com, and banner ad of event poster (in leading running blogsites)
- Product/Brand Streamers and Banners (client-supplied. Size 3 ft X 4 ft):
 - the major sponsor is entitled to display streamers and banners in the venue and along the race course during the event (Maximum of 10 streamers).
- Event Streamers:
 - product/brand name and logo will appear on the 8' x 8' event streamers to be displayed within the venue (UP Diliman campus) 3 weeks leading up to the race day.
 - product/brand name and logo will appear on the 8' x 10' backdrop during the event.
- Product/brand/company booth:
 - the major sponsor is entitled to set up a booth and is allowed to sell/display/distribute products/samples and leaflets in the event premises on the race date, 7 March 2010.
- Photo documentation:
 - the organizers will provide the major sponsor with photos of the event.
- Monitoring:
 - The organizers will provide the major sponsor with 10 complimentary slots for participation in the race.

SPONSORSHIP PACKAGE FOR THE EVENT PARTNER

P20, 000.⁰⁰

The Amazing Kidney Race provides an ideal venue in tapping a vibrant market of the local running community in terms of gaining optimum returns in target market and media exposure. As a co-presenter, you will be given direct-to-market incentives and privileges:

- Inclusion in event publicity initiatives such as press releases and feature stories to be published in major broadsheets and on-line media partner www.thebullrunner.com, and banner ad of event poster (in leading running blogsites)
- Product/Brand Streamers and Banners (client-supplied. Size 3 ft X 4 ft):
 - the event partner is entitled to display streamers and banners in the venue and along the race course during the event (Maximum of 5 streamers).
- Event Streamers:
 - product/brand name and logo will appear on the 8' x 8' event streamers to be displayed within the venue (UP Diliman campus) 3 weeks leading up to the race day.
 - product/brand name and logo will appear on the 8' x 10' backdrop during the event.
- Product/brand/company booth:
 - the event partner is entitled to set up a booth and is allowed to sell/display/distribute products/samples and leaflets in the event premises on the race date, 7 March 2010.
- Photo documentation:
 - the organizers will provide the event partner with photos of the event.
- Monitoring:
 - The organizers will provide the event partner with 5 complimentary slots for participation in the race.

SPONSORSHIP PACKAGE FOR THE EVENT DONOR

P10, 000.⁰⁰

The Amazing Kidney Race provides an ideal venue in tapping a vibrant market of the local running community in terms of gaining optimum returns in target market and media exposure. As a co-presenter, you will be given direct-to-market incentives and privileges:

- Product/Brand Streamers and Banners (client-supplied. Size 3 ft X 4 ft):
 - the event partner is entitled to display streamers and banners in the venue and along the race course during the event (Maximum of 3 streamers).
- Event Streamers:
 - product/brand name will appear on the 8' x 8' event streamers to be displayed within the venue (UP Diliman campus) 3 weeks leading up to the race day.
 - product/brand name will appear on the 8' x 10' backdrop during the event.
- Photo documentation:
 - the organizers will provide the event partner with photos of the event.
- Monitoring:
 - The organizers will provide the event partner with 3 complimentary slots for participation in the race.