



**TeamCindy** 

5K RUN FOR RESEARCH VIRTUAL EVENT

## Sponsorship Proposal



### Virtual Event

September 18, 2021

### Contact

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To Benefit:

**Brain Aneurysm Foundation**

[bit.ly/2021TeamCindy](https://bit.ly/2021TeamCindy)

#TeamCindyRun2021

   @teamcindybaf



Founder, TeamCindy™

## ELAINE ROBERTS SCHALLER



Dear TeamCindy™ supporters,

There is no question that the year 2020 has affected every person on our planet in some way. I hope this letter finds you and your loved ones safe and well.

COVID-19 has dominated our lives and taught us many things: how to live during a quarantine; how to interact with our friends and family despite our isolation; how much we value our health-care providers. Thanks to modern science and the vaccine, the future looks more promising.

Despite all this, brain aneurysms continue to exist. According to the Brain Aneurysm Foundation, an estimated 6.5 million people in the United States have an unruptured brain aneurysm - or about 1 in 50 people.

Last year, thanks to sponsors and supporters like you, our virtual TeamCindy™ Run for Research exceeded our goal, raising over \$50,000. We should all be proud of ourselves for this accomplishment. The BAF is still functioning and serving its mission but limping under the weight of lost revenue. This year, more than ever, the Brain Aneurysm Foundation and TeamCindy need your help.

We look forward to another year of working together with our wonderful sponsors and supporters around the world to detect, prevent and eradicate brain aneurysms. I can't wait to celebrate this year's achievements with you at our virtual event on September 18, 2021!

Thank you so much, and stay safe!

Warmly,

Elaine

Executive Director & Board President Brain Aneurysm Foundation

## CHRISTINE J. BUCKLEY



Dear TeamCindy™ supporters,

With the release of the vaccine, we were hoping to be able to meet in person at this year's race. However, Riverside Park has decided to use this time to conduct much needed renovations to our race and event space, making the Annual TeamCindy™ Run for Research a virtual event once again.

The good news is, going virtual in 2020 did not stop TeamCindy™ supporters from doing what they have always done — participating, sponsoring, and raising funds for brain aneurysm research and awareness. Despite everything, we didn't lose any momentum and exceeded our fundraising goals! So, with one solid virtual event behind us, let us gear up for round two!

I thank you for taking the time to read about this year's sponsorship opportunities and for considering to support the BAF and TeamCindy™. COVID has really changed so much for all of us, and we have all been challenged much more than expected. That being said, any support you can provide for the 8th Annual TeamCindy™ Run for Research would be greatly appreciated.

I wish you all continued health and safety and look forward to returning to a new and improved Riverside Park in 2022! Until then, we will stay united by our commitment to raise awareness and fund brain aneurysm research.

Best Wishes,

Christine

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TeamCindy.org

## Confidentiality Information

This material contained in our response and any material or information disclosed during discussions of the proposal represents the proprietary, confidential information pertaining to TeamCindy™, methodologies and methods. Products and brand names are intellectual property and all rights reserved.





## INTRODUCTION

# 8<sup>TH</sup> ANNUAL RUN FOR RESEARCH

**TeamCindy™**, a non-profit fundraising arm (501c3) of the Brain Aneurysm Foundation, will host its eighth annual **TeamCindy™ 5K Run for Research** virtually. Participants are encouraged to walk/run from today until **Saturday, September 18th, 2021**, when they'll be invited to attend an online award ceremony and virtual dance party.

All net proceeds from this event will benefit the **Brain Aneurysm Foundation** whose mission is to: (1) promote early detection of brain aneurysms by providing knowledge and raising awareness of the signs, symptoms, and risk factors of brain aneurysms; (2) work with medical communities to provide support networks for patients and families, as well as to fund research that will improve patient outcomes and save lives.



# 8<sup>TH</sup> ANNUAL RUN FOR RESEARCH



Building on our record-breaking fundraising and participation success over the past seven years, TeamCindy™ envisions 2021 as our best year yet with more runners, walkers, volunteers, survivors, online donors and sponsors...that's you!

- We are again partnering with [Mount Sinai Health System](#), one of the top hospital systems in New York, to fully leverage its vast network of brain aneurysm patients, survivors, families, friends, physicians, and support personnel. We feel strongly that this target audience, those personally impacted by brain aneurysms, is our best bet to convert into race registrants.
- We are excited to continue our successful partnership with **Race Director Mia Borrelli** who has more than a decade of experience organizing races throughout New York City including Bike New York, NYC Swim, Men's Health Urbanathlon NYC, NYC Marathon and Half Marathon. Her expertise continues to improve our event year after year.
- As for **awards**, there are opportunities for sponsors to provide prizes for winners in the following categories: the most funds raised, the team captain with the largest team, and a random drawing. Sponsored prizes will be exchanged for full sponsor benefits (see page 17) commensurate with the value of the prizes provided.
- We will once again **host a festive Virtual Dance Party** immediately following the Awards Ceremony – a truly unique aspect to our event! This online event creates additional opportunities for our sponsors to build a connection with our participants who will possibly be tuning in from all over the world.
- September is Brain Aneurysm Awareness Month in many states across the country and will be promoted as such by the Brain Aneurysm Foundation. By hosting our event in September, we align our promotional efforts with those of the greater Brain Aneurysm Foundation and, as we saw last year, **the warmer September weather helps drive our registration numbers!**
- As we have done for the past few years, we are thrilled to welcome a passionate group of aneurysm survivors as participants in our race. These are people who have beaten the odds by surviving a brain aneurysm and we plan to recognize these tremendous individuals at our online ceremony so that all may celebrate their survivor stories. **This will be the emotional highlight of our event!**



# #AwarenessMatters

#1in50 | [bafound.org](http://bafound.org)



**BRAIN ANEURYSM  
FOUNDATION**  
Raising Awareness. Ending Fear.™



**TEAMCINDY**  
RUN FOR RESEARCH

## WHO WE ARE

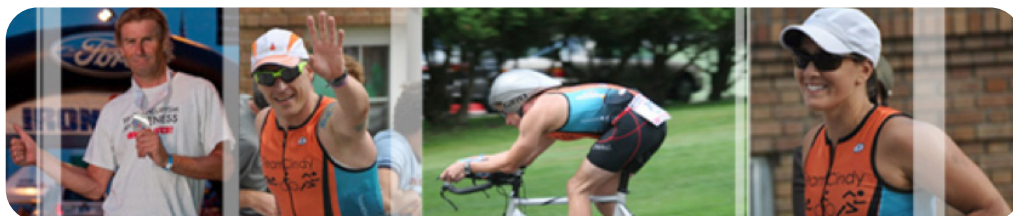
# ABOUT TEAMCINDY™

## THE INSPIRATION



TeamCindy™ honors the life of **Cynthia Lynn Sherwin** and promotes widespread public awareness of the dangers of a ruptured brain aneurysm – the sudden and silent killer that took her life. Aneurysms continue to take the lives of thousands of people each year.

Cindy was an elite fitness instructor and nutritionist who had dedicated her life to examining the close relationship between nutrition and fitness and worked tirelessly to inspire those around her. She made appearances on national television shows such as *The Today Show* and *Celebrity Fit Club*, was on the Advisory Board of *Fitness* magazine, contributed to *UsWeekly*, *the Daily News* among others. She was a spokesperson for *Vitamin Water* and enjoyed educating elementary and middle school aged children on the subject of health and wellness. She was herself an elite athlete who successfully completed the New York City marathon five times and had competed in numerous triathlons. The Ironman, the ultimate triathlon, was a personal challenge, and one she had dedicated herself to with energy and passion. Tragically, she was struck down at the young age of 33 while training for her first Ironman, Lake Placid 2007.



TeamCindy™ was founded in 2008 when one athlete participated in the Ford Tempe Ironman in Cindy's honor. Every year since, a growing number of TeamCindy™ athletes have participated in high endurance events throughout the country to fulfill the team's mission to fund research into the early detection and prevention of brain aneurysms.

In past years, TeamCindy™ elite athletes have participated in the Escape from Alcatraz in San Francisco, the Marine Corps Marathon in Virginia, the Lake Placid Ironman in New York, the US Ironman Championship in New York, the Escape the Cape Sprint Triathlon in Massachusetts, the Nation's Triathlon in Washington, DC and the Massachusetts State Olympic Triathlon.

In 2016, TeamCindy™ went international for the first time when a team of athletes gathered on the same day as our NYC-based **Run for Research** halfway around the world in Singapore to swim, bike, row, and run various distances.



WHO WE ARE

# BRAIN ANEURYSM FOUNDATION

The Brain Aneurysm Foundation was established in Boston in 1994 as a public charity. The Foundation developed from a close relationship between patients and healthcare professionals who identified the need for comprehensive information and support for brain aneurysm patients, their families, and the medical community. The Brain Aneurysm Foundation is the nation's only non-profit organization solely dedicated to providing critical awareness, education, support, and research funding to reduce the incidence of brain aneurysms.

A brain aneurysm is a weak bulging spot on the wall of a brain artery, very much like a thin balloon or weak spot on an inner tube.

## Some Brain Aneurysm Statistics

- An estimated 6.5 million people in the United States have an unruptured brain aneurysm, or 1 in 50 people.
- The annual rate of rupture is approximately 8 per 100,000 people or about 30,000 people in the United States.
- There is a brain aneurysm rupturing every 18 minutes.
- There are almost 500,000 deaths worldwide each year caused by brain aneurysms and half the victims are younger than 50.
- About 40% of all people who have a ruptured brain aneurysm will die as a result. Of those who survive, about 66% will suffer from some permanent deficit.
- 4 out of 7 people who recover from a ruptured brain aneurysm will have disabilities.
- Brain aneurysms are most prevalent in people ages 35-60, but can occur in children as well.
- Women, more than men, suffer from brain aneurysm at a ratio of 3:2.
- African Americans and persons of Latin American descent are twice as likely to suffer a rupture.
- Ruptured brain aneurysms account for 3-5% of all new strokes.
- The U.S. government spends just \$2.08 **a year** on brain aneurysm research for each person affected by the disease.



**BRAIN ANEURYSM  
FOUNDATION**

Raising Awareness. Ending Fear.™

# Saving and Improving Lives for 25 Years.

## RESEARCH AND GRANTS

Cindy's family established the [Cynthia Lynn Sherwin Chair of Research](#) through the auspices of the Brain Aneurysm Foundation to honor Cindy's life. These grants specifically fund scientific research directed at the early detection and prevention of brain aneurysms.

Each Chair of Research provides funding for one grant recipient for one year. Grant awards are presented at the Brain Aneurysm Foundation's Annual Research Grant Awards Symposium during the month of September. Each year, the Research Grant Committee, a team of world-renowned neurosurgeons from The Brain Aneurysm Foundation's Medical Advisory Board, carefully reviews all the research grant requests from neuroscience leaders and determines which projects merit funding.

The Brain Aneurysm Foundation has become the world's leading source of private funding of brain aneurysm research. When possible, the research grant awards are presented by the grant donor. Researchers are honored to receive a Chair of Research and they are inspired by the personal stories behind each Chair.

A second Chair of Research was established in 2015 to recognize the fundraising efforts of the Escape from Alcatraz team led by Mr. Kevin Brennan. The grant is the [TeamCindy™ Escape from Alcatraz Chair of Research](#).

### 2020

**Ethan A. Winkler, MD, PhD** • University of California, San Francisco  
**Cynthia Lynn Sherwin Chair of Research : \$40,000**

*Awarded for: Cell-specific gene expression signatures in human brain aneurysms*

### 2019

**Naoki Kaneko, MD, PhD** • The Regents of the University of California, Los Angeles  
**Cynthia Lynn Sherwin Chair of Research: \$30,000**

*Awarded for: Three Dimensional Correlative Mapping of Endothelial Gene Expression with Intracranial Aneurysm Hemodynamics*

**Adam Khan, MD** • University of Minnesota  
**TeamCindy™ Alcatraz Chair of Research: \$30,000**

*Awarded for: Evaluation of Gut MicroBiome in Human Cerebral Aneurysm Growth and Rupture*



# RESEARCH AND GRANTS

## 2018

**Robert M. Starke, MD, MSc** • University of Miami

**TeamCindy™ Alcatraz Chair of Research: \$40,000**

*Awarded for: Endothelial Cell Dysfunction and Differentiation in Cerebral Aneurysm Progression and Healing*

**Khalid-Mahmood Malik, PhD** • Oakland University

**Cynthia Lynn Sherwin Chair of Research: \$40,000**

*Awarded for: NeuroAssist: An Intelligent Decision Support System for Prediction of Brain Aneurysm Rupture*

## 2017

**Koji Hosaka, PhD** • University of Florida

**TeamCindy™ Alcatraz Chair of Research: \$40,000**

*Awarded for: Mechanism of Aneurysm Progression and Healing: Telomere and Telomerase Activity in Cerebral Aneurysm*

**Steffen-Sebastian Bolz, MD, PhD** • Governing Council of the University of Toronto

**Cynthia Lynn Sherwin Chair of Research: \$25,000**

*Awarded for: Surge Protection: Blocking Catecholamine Signaling in Subarachnoid Hemorrhage Prevents Secondary Hypertension and Reduces Brain Injury*

**William “Caleb” Rutledge, MD** • The University of California, San Francisco

**TeamCindy™ Alcatraz Chair of Research: \$5,000**

*Awarded for: Role of ADAM17 and Epidermal Growth Factor Receptor Pathway Signaling in Aneurysm Rupture*

## 2016

**Matthew Alexander, MD** • The University of California San Francisco

**Cynthia Lynn Sherwin Chair of Research: \$20,000**

*Awarded for: Genetic Analysis of Cardiovascular Disease and Inflammation in Individuals with Cerebral Aneurysms: Toward Propensity Scores for Predicting Development and Risk of Rupture*

**Ahmed J. Awad, MD** • Icahn School of Medicine at Mount Sinai, Mount Sinai Health System

**TeamCindy™ Alcatraz Chair of Research: \$20,000**

*Awarded for: The Role of Epigenetic and Genetic Variants in the Molecular Pathogenesis of Intracranial Aneurysms in Human.*

To see more of our past recipients, visit the [Research & Grants](#) page on our website.





ABOUT THE EVENT

EVENT HIGHLIGHTS



## ABOUT THE EVENT

## RACE LOGISTICS

## Saturday



September 18, 2021



Virtual

## Virtual Event Schedule

12:30pm - 1:00 pm EST

Speeches, team and survivor recognitions, initial sponsor acknowledgements, &amp; prize announcements

1:00 pm - 2:30 pm EST

Online Dance Party with live DJ with sponsor acknowledgements throughout

## Pricing

All Participants

\$35: Register at TeamCindy.org

\$50: 1 in 50 people in the United States have an unruptured brain aneurysm

Support the #1in50 by rounding up your registration contribution to \$50

Registration prices will remain the same throughout

## Timeline

April 15, 2021

Registration site is live — Attendees are encouraged to run/walk the race anywhere/anytime between registration and September 18, 2021

**September 1, 2021****Deadline for All Sponsorship Contracts**

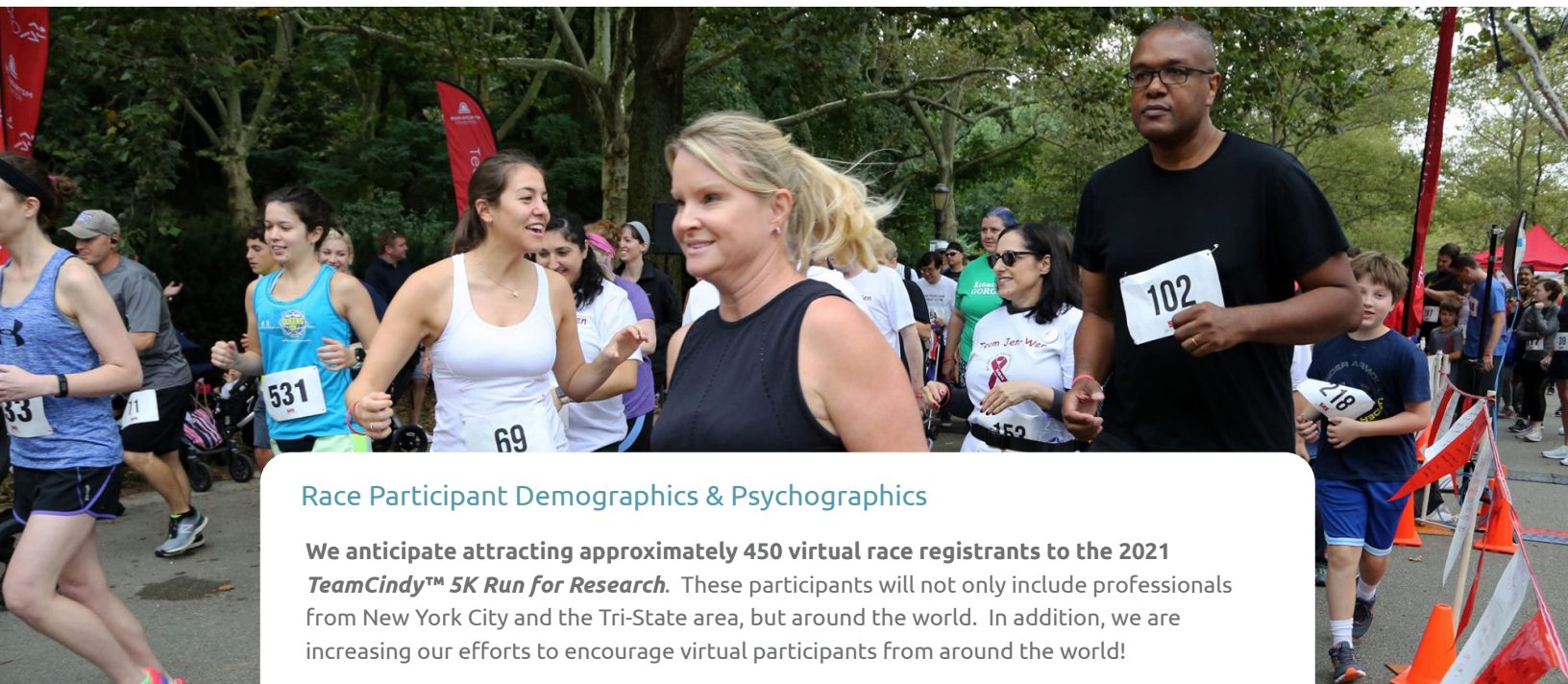
September 17, 2021

Deadline for registrants to receive a free branded gear and for registrant fundraising to count toward prizes

September 18, 2021

Online Awards Ceremony and Dance Party!

# ATTENDEES



## Race Participant Demographics & Psychographics

We anticipate attracting approximately 450 virtual race registrants to the 2021 *TeamCindy™ 5K Run for Research*. These participants will not only include professionals from New York City and the Tri-State area, but around the world. In addition, we are increasing our efforts to encourage virtual participants from around the world!

### 51% Runners

71% Female 29% Male  
80% Under age 55  
25% Ages 25-34

### 49% Walkers

58% Female 42% Male  
95% Under age 55  
17% Ages 25-34

We expect participants from six key groups:

- **Family members and friends of those impacted by brain aneurysms** who are very passionate about fundraising for the Brain Aneurysm Foundation. We have witnessed incredible growth in the size and number of fundraising teams formed, many of which have been a part of the TeamCindy™ 5K since its inception.
- **Casual runners and fitness enthusiasts** who are drawn to the event because they're seeking active options during COVID-19 restrictions.
  - o Approximately 80% of our past participants have been from NYC
- **Elite athletes and fitness industry professionals** from the NYC-area
  - o The winning times in our prior 5K races are sub 17:00...this event attracts serious runners!
- **Physicians, staff, patients and their families** connected to hospitals and neurosurgery departments around the nation.
- **Family, friends and former colleagues of event namesake Cindy Sherwin** who are passionate about Cindy's legacy, hailing from all over the country.
- **Virtual runners/walkers from around the globe** who are drawn to the cause but enjoy the flexibility of participating in their own place and pace.



## ABOUT THE EVENT

# PROMOTIONS

## Plans for Race Promotion

The 2021 TeamCindy™ 5K Run for Research will be promoted via the following:



- In partnership with the Mount Sinai Health System, we will promote the race to their expansive network of staff, patients, families and friends via use of social networking tools, email campaign, press releases, etc.
- Full promotional support of the Brain Aneurysm Foundation and use of its social networking assets and website, [www.bafound.org](http://www.bafound.org). The BAF communications team will issue several press releases to strategically target local and national media outlets.
- Social networking tools including the TeamCindy™ Facebook, Twitter, and Instagram accounts which will be “boosted” to receive maximum exposure. In the past, we have reached over 12,000 people via Facebook alone!
- We are working to secure in-kind Media Sponsors who will use their media assets to drive participation in the TeamCindy™ 5K. Please reach out to us if you are interested in this unique partnership opportunity.
- Calendar listings, alerts, press releases to national print and digital media, and running groups that focus on virtual races.
- Online race calendars hosted by [RunnersWorld.com](http://RunnersWorld.com), [RunningTimes.com](http://RunningTimes.com), [CoolRunning.com](http://CoolRunning.com), [NYCRuns.com](http://NYCRuns.com), [RunningInTheUSA.com](http://RunningInTheUSA.com) and others.
- Direct targeting of NYC running clubs. In past years, TeamCindy™ outreach has targeted the city’s most popular running clubs including New York Road Runners, Central Park Track Club, New York Flyers, Hoboken Harriers, Prospect Park Track Club, Meatpacking District Running Club, Dashing Whippets, Galloway Running Club, Front Runners New York, Mercury Masters, West Side Runners, Warren Street Runners, etc.
- Outreach to national brain aneurysm support groups.
- Following the conclusion of the 5K Run/Walk, all participants will be invited to join a Virtual Dance Party hosted by a live DJ. This event will be offered at no charge to our race participants, and will be open to the general public, so we guarantee a great turnout.

We will present awards to the individual who raises the most funds, the team captain who builds the largest team, and a lucky participant who will be chosen at random. With the convenience of having participants join from the comfort of their own homes, we envision runners logging on will be more engaged while watching a single live feed, giving top sponsors a unique opportunity to get the undivided attention of our expanded audience.

If you have specific ideas on how your brand can best leverage this uniquely intimate setting with your target customers, we’re open to hearing from you!





**SPONSORSHIP OPPORTUNITIES**  
**WORKING TOGETHER**

# PACKAGES

In-kind sponsorship opportunities are available in exchange for media promotion, prizing, etc. In-kind contribution values that align with existing package levels (Platinum, Gold, Silver, Bronze) will receive corresponding benefits. For in-kind contributions valued under \$500, please see benefits as outlined under "Variable."

Package Level	 Platinum	 Gold	 Silver	 Bronze	In-Kind
Cost to Sponsor	\$3,500	\$2,000	\$1,000	\$500	Variable
"Free" Registered Racers (\$35 value per registrant)	6/race	4/race	2/race		Benefit not available for in-kind donations
Opportunity to address audience at Award Ceremony	Yes	Yes			
Logo on registration site with link to website	Yes	Yes	Yes	Yes	Text-based mention only
Opportunities for digital sampling (e.g. attendee coupon codes)	Yes	Yes	Yes	Yes	
Sponsor announcement on TeamCindy™ social media platforms with link to website	Yes	Yes	Yes	Yes	Yes
Marketed as official After Party sponsor	Yes	Yes			
Dedicated mentions during Award Ceremony & After Party	Yes	Yes	Yes	Yes	Award Ceremony mention only
Tax deduction (to the fullest extent of the law)	Yes	Yes	Yes	Yes	Yes



# CONTRACT

Please complete this form & mail it (along with check, if applicable) no later than  
**Sept 1, 2021** to: TeamCindy™ 5K Run for Research  
 c/o Brain Aneurysm Foundation  
 269 Hanover Street, Building 3, Hanover, MA 02339

## PAYMENT INFORMATION:

\_\_\_\_\_ I have enclosed a check made payable to **Brain Aneurysm Foundation**

\_\_\_\_\_ Please charge my credit card

Card Type: **Visa / MC / Discover**

\_\_\_\_\_ Card Number

\_\_\_\_\_ Expire Date

\_\_\_\_\_ Security Code

## CONTACT INFORMATION:

\_\_\_\_\_ Company Name

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

\_\_\_\_\_ E-mail Address

\_\_\_\_\_ Phone Number

\_\_\_\_\_ Address 1

\_\_\_\_\_ Address 2

\_\_\_\_\_ Country

\_\_\_\_\_ Zip

## SPONSORSHIP PACKAGES:

(Please check one)



Platinum



Gold



Silver



Bronze



In-Kind

Once we receive your completed sponsorship contract, our staff will contact you to discuss event arrangements, sponsorship benefits, and recognition.

Please send your high resolution color and/or black- and-white logos (.EPS or vector preferred) to [jewel@teamcindy.org](mailto:jewel@teamcindy.org).

All materials will be sent for your approval before going to print.

\_\_\_\_\_ Description of In-Kind Contribution

\_\_\_\_\_ Total Sponsor Amount

\_\_\_\_\_ Signature

\_\_\_\_\_ Name

\_\_\_\_\_ Date

