



RE: DI Dash 5K Sponsorship

At Digital Insurance, we continue to look for ways to make a difference in our community. Three years ago, we launched the DI Dash 5K to help us support an organization we care very deeply about – Children’s Healthcare of Atlanta.

With the support of our employees, the community and sponsors like you, the first two races have been tremendous success raising \$50,000. This year, we would like to reach that amount. With your help, we will. On August 27 at the Marietta Square, Digital Insurance will host the 3rd Annual DI Dash 5K to benefit Children’s. This year, we are excited to add a 1K fun run. As a valued partner of Digital, I am asking for your help and would like to invite you to be a sponsor in our efforts. We offer sponsorships in a variety of levels:

- \$3,000.00 Platinum Sponsor
- \$1,500.00 Diamond Sponsor
- \$750.00 Gold Sponsor

Please see the attached document with specifics on each sponsorship level.

We understand that there are many worthwhile causes. Digital Insurance chose Children’s not only because of its mission to enhance the lives of children through excellence in patient care, research and education, but also because of the scope of its services and dedication to the Southeast.

Children’s is a not-for-profit organization that benefits from generous philanthropic and volunteer support of the community. Recognized for excellence in more than 30 pediatric specialties, including cancer, cardiac, emergency, neonatal, orthopedic, pulmonology and transplant care, Children’s is ranked by *Child* magazine as one of the top three pediatric hospitals nationwide and among *U.S. News & World Report’s* top pediatric hospitals for the fifth consecutive year. Never turning away a child in need of care, Children’s also provides more than \$100 million in unreimbursed care to those without insurance or with limited coverage.

We invite you to partner with us to help Children’s Healthcare of Atlanta continue to treat and save the thousands patients who come through its doors. Please contact me at your earliest convenience to discuss next steps.

Sincerely,

A handwritten signature in black ink, appearing to read 'Adam Bruckman', with a long horizontal line extending to the right.

Adam Bruckman
President/CEO
Digital Insurance, Inc.



Levels of Sponsorship

Sponsors are provided promotional opportunities corresponding to their level of sponsorship. Sponsors may contribute cash or in-kind products and services such as media coverage, food, water, printed materials, etc. The type of exposure available to our sponsors depends on the sponsorship level.

Platinum Sponsor – \$3,000

- Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications.
- 25 runners from your organization may participate at no charge.
- Materials (you provide) in race packets.
- A table will be available to distribute promotional material at the race.

Diamond Sponsor – \$1,500

- Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications.
- 10 runners from your organization may participate at no charge.
- A table will be available to display promotional material at the race to runners.

Gold Sponsor – \$750

- Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.
- Company name and logo will appear on the race entry forms which are distributed at other races, sport shoe stores and placed as ads in several running magazines and sports publications.
- 5 runners from your organization may participate at no charge.

In-kind Sponsor

- Company name and logo will appear on the back of the race T-shirt with the logo sized by level of sponsorship.



My company will support the DI Dash 5K by being a:

- _____ \$3,000.00 Platinum Sponsor
- _____ \$1,500.00 Diamond Sponsor
- _____ \$750.00 Gold Sponsor
- _____ In-kind Sponsor

Enclosed is a check for \$ _____ (Please make payable to "Digital Insurance – DI Dash")

I am making an in-kind donation valued at \$ _____.

Please mail the check with this page to:

DI Dash 5K
c/o John Short
Digital Insurance, Inc.
400 Galleria Parkway
Suite 300
Atlanta, Georgia 30339

Contact: _____

Company: _____

Address: _____

Phone: _____

Please e-mail your company logo (ai, eps or print-quality tiff format preferred) to: jshort@digitalinsurance.com.