



AMERICA RUNS ON DUNKIN'SM

Family Fun Run & Walk-A-Thon

Benefiting the
T.J. Martell Foundation 

Leukemia, Cancer and AIDS Research



**Saturday, November 7, 2009
Centennial Park
Nashville, Tennessee**

Family Fun Run & Walk-A-Thon

Announcing the Annual Dunkin' Donuts Family Fun Run and Walk-A-Thon!

The T.J. Martell Foundation- Nashville Division is presenting the Dunkin' Donuts Family Fun Run and Walk-A-Thon on Saturday, November 7 at Centennial Park in Nashville, Tennessee. The event will give families the opportunity to participate in fitness related activities (running and walking) followed by a picnic lunch with activities for everyone, such as musical performances, and activities for the kids such as face painting, games and prizes.

....Benefitting the TJ Martell Foundation!

Families, friends and business associates will have the chance to participate in memory or in honor of those touched by cancer. Proceeds raised from the Dunkin' Donuts Family Fun Run and Walk-A-Thon will fund innovative cancer research at the Frances Williams Preston Laboratories at the Vanderbilt-Ingram Cancer Center.

Many Opportunities to Join Dunkin Donuts and the TJ Martell Foundation in Promoting Health, Family Activities, and Fun!

Companies that participate in the Dunkin' Donuts Family Fun Run and Walk-A-Thon will have the opportunity to showcase their products at the event and receive great exposure through the T.J. Martell Foundation's marketing and public relations efforts. Additionally, event brochures and posters will be displayed in all Nashville Dunkin' Donuts stores and other retail partners.

Please review the enclosed sponsorship information and see how your company can be part of an inaugural event that will help in the fight against cancer. If you have any questions or need additional information, please contact:

**Laura Heatherly
T.J. Martell Foundation
15 Music Square West, Suite C
Nashville, TN 37203
(615) 256-2002
Lheatherly@tjmartellfoundation.org**

About the T.J. Martell Foundation

T.J. Martell Foundation

Leukemia, Cancer and AIDS Research

The T.J. Martell Foundation began with a promise. In 1975, T.J. Martell asked his father, music industry executive Tony Martell, to raise a million dollars for the lifesaving leukemia research that made it possible for T.J. to reach his twenty-first birthday, two years beyond his original prognosis. T.J. died later that year, but Tony Martell, with a group of music industry executives, artists and friends, vowed to uphold that promise and organized several dinners and events. Since then, the T.J. Martell Foundation has raised more than \$225 million to support innovative research for leukemia, cancer and AIDS at six laboratories throughout the United States.

With the help of many generous sponsors and volunteers, the Foundation has exciting events including galas, auctions, golf tournaments, and other celebrity events throughout the year. Over the last 29 years, the Foundation has grown due to the hard work and generosity of the music industry. In recent years, support for the Foundation has extended to other industries as awareness of the work done by the T.J. Martell Foundation has spread. The Foundation has three offices: New York, Los Angeles and Nashville. Each office runs various special events and campaigns to raise vital research dollars. Everyone is working together towards a common goal - to raise funds for innovative research into the treatments and cures of leukemia, cancer and AIDS - and to fulfill a father's promise.

To get involved as a corporate partner, volunteer or to learn more about the T.J. Martell Foundation, please go to www.tjmartellfoundation.org.



*Frances Preston
Tony Martell
Sheryl Crow*



AMERICA RUNS ON DUNKIN'SM

Family Fun Run & Walk-A-Thon

Presenting Sponsor \$7,500

Your company name will be listed as the overall event Presenting Sponsor. As the Presenting Sponsor you will receive the following package of opportunities:

- Name associated as the Presenting Sponsor
- Corporate name and/or logo placed on the commemorative t-shirt
- Logo recognition on all event collateral materials including, but not limited to, event brochures, posters, and email blasts
- Corporate recognition included on the official website of the Dunkin Donuts Family Fun Run and Walk (www.funrunandwalk.com)
- Corporate recognition in local event print advertising
- Corporate recognition in local event radio advertising
- Corporate recognition in local event television advertising (if applicable)
- Corporate recognition in all press releases
- Twenty (20) entries in the Family Fun Run and Walk-A-Thon
- Twenty (20) tickets to the picnic lunch and twenty t-shirts
- Photo opportunities with celebrities
- Two (2) sponsor provided banners with company name or logo displayed at event.
- Sponsor recognition



Family Fun Run & Walk-A-Thon

Main Stage Sponsors \$3,000 (Three Available)

Your company name will be listed as a Main Stage Sponsor. As a Main Stage Sponsor you will receive the following package of opportunities:

- Name associated as a Main Stage Sponsor
- Corporate name and/or logo placed on the commemorative t-shirt
- Logo recognition on all event collateral materials including, but not limited to, event brochures, posters, and email blasts
- Corporate recognition included on the official website of the Dunkin Donuts Family Fun Run and Walk (www.funrunandwalk.com)
- Corporate recognition in local event print advertising
- Corporate recognition in all press releases
- Ten (10) entries in the Family Fun Run and Walk-A-Thon
- Ten (10) tickets to the picnic lunch and ten t-shirts
- Photo opportunities with celebrities
- One (1) sponsor provided banner with company name or logo displayed on or near the entertainment stage at the event.
- Sponsor recognition



AMERICA RUNS ON DUNKIN'SM

Family Fun Run & Walk-A-Thon

Starting Line Sponsor \$3,000

Your company name will be listed as the Starting Line Sponsor. As the Starting Line Sponsor you will receive the following package of opportunities:

- Name associated as the Starting Line Sponsor
- Corporate name and/or logo placed on the commemorative t-shirt
- Logo recognition on all event collateral materials including, but not limited to, event brochures, posters, and email blasts
- Corporate recognition included on the official website of the Dunkin Donuts Family Fun Run and Walk (www.funrunandwalk.com)
- Corporate recognition in local event print advertising
- Corporate recognition in all press releases
- Ten (10) entries in the Family Fun Run and Walk-A-Thon
- Ten (10) tickets to the picnic lunch and ten t-shirts
- Photo opportunities with celebrities
- One (1) sponsor provided banner with company name or logo displayed on or near the race starting line at the event.
- Sponsor recognition



AMERICA RUNS ON DUNKIN'SM

Family Fun Run & Walk-A-Thon

Finish Line Sponsor \$3,000

Your company name will be listed as the Finish Line Sponsor. As the Finish Line Sponsor you will receive the following package of opportunities:

- Name associated as the Finish Line Sponsor
- Corporate name and/or logo placed on the commemorative t-shirt
- Logo recognition on all event collateral materials including, but not limited to, event brochures, posters, and email blasts
- Corporate recognition included on the official website of the Dunkin Donuts Family Fun Run and Walk (www.funrunandwalk.com)
- Corporate recognition in local event print advertising
- Corporate recognition in all press releases
- Ten (10) entries in the Family Fun Run and Walk-A-Thon
- Ten (10) tickets to the picnic lunch and ten t-shirts
- Photo opportunities with celebrities
- One (1) sponsor provided banner with company name or logo displayed on or near the race finish line at the event.
- Sponsor recognition



AMERICA RUNS ON DUNKIN'SM

Family Fun Run & Walk-A-Thon

T-Shirt Sponsors \$3,000 (Two Available)

Your company name will be listed as a T-Shirt Sponsor. As the T-Shirt Sponsor you will receive the following package of opportunities:

- Name associated a the T-Shirt Sponsor
- Corporate name and/or logo placed on the commemorative t-shirt
- Logo recognition on all event collateral materials including, but not limited to, event brochures, posters, and email blasts
- Corporate recognition included on the official website of the Dunkin Donuts Family Fun Run and Walk (www.funrunandwalk.com)
- Corporate recognition in local event print advertising
- Corporate recognition in all press releases
- Ten (10) entries in the Family Fun Run and Walk-A-Thon
- Ten (10) tickets to the picnic lunch and ten t-shirts
- Photo opportunities with celebrities
- One (1) sponsor provided banner with company name or logo displayed at the event.
- Sponsor recognition



Family Fun Run & Walk-A-Thon

Family Activities Sponsors \$2,500 (Five Available)

Family activity sponsors will receive the following package of opportunities:

- Name associated as a Family Activities Sponsor
- Corporate name and/or logo placed on the commemorative t-shirt
- Logo recognition on all event collateral materials including, but not limited to, event brochures, posters, and email blasts
- Corporate recognition included on the official website of the Dunkin Donuts Family Fun Run and Walk (www.funrunandwalk.com)
- Corporate recognition in local event print advertising
- Corporate recognition in all press releases
- Ten (10) entries in the Family Fun Run and Walk-A-Thon
- Ten (10) tickets to the picnic lunch and ten t-shirts
- Photo opportunities with celebrities
- One (1) sponsor provided banner with company name or logo displayed at the event.
- Sponsor recognition



AMERICA RUNS ON DUNKIN'SM

Family Fun Run & Walk-A-Thon

Family Research Sponsors \$1,000 (Unlimited)

Family Research Sponsors will receive the following package of opportunities:

- Name associated as a Family Research Sponsor
- Corporate or individual name and/or logo placed on the Fun Run and Walk website
- Four (4) entries in the Family Fun Run and Walk-A-Thon
- Four (4) tickets to the Picnic Lunch and four t-shirts
- Sponsor recognition

Family Patron Sponsors \$500 (Unlimited)

Family Patron Sponsors will receive the following package of opportunities:

- Name associated as a Family Supporter Sponsor
- Two (2) entries in the Family Day Fun Run and Walk-A-Thon
- Two (2) tickets to the picnic lunch and two t-shirts
- Sponsor recognition

Family Friend Sponsors \$250 (Unlimited)

Family Friend Sponsors will receive the following package of opportunities:

- Name associated as a Family Friend Sponsor
- Two (2) entries in the Family Day Fun Run and Walk-A-Thon
- Two (2) tickets to the picnic lunch and two t-shirts
- Sponsor recognition

Family Fun Sponsors \$100 (Unlimited)

Family Fun Sponsors will receive the following package of opportunities:

- Name associated as a Family Fun Sponsor
- Two (2) entries in the Family Day Fun Run and Walk-A-Thon
- Two (2) tickets to the barbecue lunch and two t-shirts
- Sponsor recognition

Commitment Form

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor \$7,500 | <input type="checkbox"/> Family Activities Sponsor \$2,500 |
| <input type="checkbox"/> Main Stage Sponsor \$3,000 | <input type="checkbox"/> Family Research Sponsor \$1,000 |
| <input type="checkbox"/> Starting Line Sponsor \$3,000 | <input type="checkbox"/> Family Patron Sponsor \$500 |
| <input type="checkbox"/> Finish Line Sponsor \$3,000 | <input type="checkbox"/> Family Friend Sponsor \$250 |
| <input type="checkbox"/> T-Shirt Sponsors \$3,000 | <input type="checkbox"/> Family Fun Sponsor \$100 |

I am unable to participate as a sponsor. However, I would like to donate \$ _____ to the T.J. Martell Foundation for cancer research.

I would like to be an In-Kind Sponsor or Auction Sponsor. Please contact me.

Company Information

Company: _____

Company's Representative: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email Address: _____

Select Payment Preference

Enclosed is my check made payable to T.J. Martell Foundation Please charge to my credit card (check one)

Visa Mastercard AMEX

Account # _____ Expiration Date: _____

Signature: _____

Please mail this form and your contribution to:
T.J. Martell Foundation Family Day Fun Run and Walk-A-Thon
15 Music Square West, Suite C
Nashville, TN 37203

For more information call (615) 256-2002
or e-mail mgoodwin@tjmartellfoundation.org

Your support fuels life-changing and lifesaving research in the Frances Williams Preston Labs of the Vanderbilt-Ingram Cancer Center. Tax I.D. # 51-0180178