

NATIONAL FEDERATION OF THE BLIND



National Federation of the Blind

6 Dot Dash

June 5, 2016

On behalf of the National Federation of the Blind (NFB), I would like to invite you to become a sponsor of the 6 Dot Dash. This event continues to grow as a landmark community event, raising awareness and resources that allow us to help blind people live the lives they want. We anticipate record participation from business leaders and community members for this year's event. With your help, we will continue to develop and implement projects and programs that transform dreams into reality for the blind.

The National Federation of the Blind, the country's oldest and largest organization of the blind, is the leading champion of the rights of blind Americans. Every day, we raise the expectations of blind people, because low expectations create obstacles between blind people and our dreams. For the last seventy-five years, the NFB has fought for the rights of blind children and adults, developed programs to advance the education of blind people, and provided a comprehensive network of support for those living with blindness. With your sponsorship, we can continue this great work for the next seventy-five years.

Thank you for your time and consideration of this request. I invite you to join our efforts to help the blind live the lives we want. This prospectus includes information about 6 Dot Dash sponsorship opportunities and associated benefits. To secure your sponsorship, please contact Stephanie Witt at switt@nfb.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Anil Lewis". The signature is fluid and cursive, with a long horizontal stroke at the end.

Anil Lewis
Executive Director, Jernigan Institute
National Federation of the Blind

Why the 6 Dot Dash?

The 6 Dot Dash is an annual 6K race in Baltimore, Maryland, that is organized by the National Federation of the Blind. The goal of the event is to raise funds that are used to support our programs that help blind people live the lives they want.

The NFB is the largest organized group of blind people in the nation. Since 1940, we have been helping blind people live the lives they want through education, advocacy, training, and services, because we know that blindness is not the characteristic that defines blind people or their futures. Your participation and donations go a long way towards furthering our mission.

1. **Healthy Bodies, Healthy Minds** – When you run this race, you're keeping your body fit and healthy, but did you know that you're also supporting Braille literacy for blind children? That's right! With every step you take, you're ensuring that the minds of these kids grow strong.
2. **Teamwork** – What better way to bond with colleagues, friends, or family than to run a race? Get a team together, and cheer each other on to the finish line!
3. **Supporting Your Community** – Since 1978, the National Federation of the Blind has made its home in Baltimore. Why not come out and support a local nonprofit with a fantastic mission?
4. **Make a Difference** – Whether you run in the race, donate money, or both, you are making a tangible difference in the lives of blind children and adults by supporting the empowering projects and programs of the National Federation of the Blind.
5. **Bragging Rights** – Challenge yourself or others to run the race, finish strong, and maybe break a personal record.

Why the NFB?

The National Federation of the Blind knows that blindness is not the characteristic that defines you or your future. Every day we raise the expectations of blind people, because low expectations create obstacles between blind people and our dreams. You can live the life you want; blindness is not what holds you back.

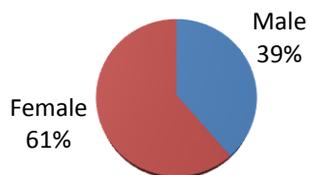
The National Federation of the Blind is the only organization that believes in the full capacity of blind people, and has the power, influence, diversity, and determination to help transform our dreams into reality. Founded in 1940, the National Federation of the Blind is the largest organization of the blind in America, with over 50,000 members including interested sighted persons.

Who participates?

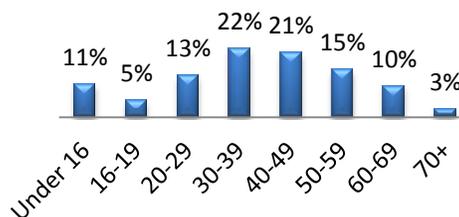
The 6 Dot Dash has continued to grow over the last three years and attracts runners from around Baltimore. We also welcome a handful of runners from other states, including Pennsylvania, Virginia, Ohio, Colorado, and California. The 6 Dot Dash draws both men and women, with runners in each age category from "Under 16" to "70 and Up."

These runners range from professional to amateur, some participants having run full marathons and some doing a race for the first time. The 6 Dot Dash appeals to many people for many reasons. The course, which winds through Baltimore's scenic Riverside neighborhood, continues around the beautiful Inner Harbor, and returns through Riverside to the National Federation of the Blind headquarters, is appealing to both seasoned runners and leisurely walkers.

Runner Gender (2015)



Runner Age (2015)



What are people saying about the 6 Dot Dash?

"I am super impressed by this race... I loved hearing the announcements before the run and loved hearing someone say that being blind won't be a defining mark on who a person is. So inspired. So glad to have done the run."

"Keep doing the race. It's a great course & lots of fun."

"It's a fantastic course and we love how helpful and friendly everyone is!!"

Sponsorship Opportunities

| | Power \$10,000 | Platinum \$6,000 | Gold \$4,500 | Silver \$3,000 | Partner \$1,000 |
|---|-------------------|---------------------|-----------------|-------------------|--------------------|
| Logo on race shirt | Top placement | X | X | X | X |
| Listing on website | With link | With link | With link | With link | X |
| Social media recognition | X | X | X | X | |
| Inclusion in pre-race marketing efforts | X | X | X | X | |
| Recognition in race promo emails | X | X | X | X | |
| Logo on race flyer | X | X | X | X | |
| Logo on race banner | X | X | X | X | |
| Logo on mile markers | X | X | X | | |
| Rooftop sign thank you message | Two weeks | One week | Day of | | |
| Complimentary race registrations | 20 | 10 | 5 | | |
| Promo materials in race bag | X | X | | | |
| Event co-branding | X | | | | |
| Designated participant in race ceremonies | X | | | | |
| Braille plaque & coin presented at race | X | | | | |
| Half-day team building workshop | X | | | | |

Sponsorship Opportunity Details

Power Sponsorship Level (\$10,000)

- Co-branding of the event with sponsor organization highlighted in all race promotion
- Commemorative Braille plaque with a Louis Braille coin
- Half-day team-building workshop hosted by the National Federation of the Blind (to be completed by December 31, 2016)
- Sponsor's designated person to participate in race ceremonies
- Promotional items and/or organization's information in day-of race bag
- Thank you message with organization's logo featured on NFB's roof-top digital sign for two weeks prior to the race—seen by drivers on I-95 South
- Complimentary race entry for twenty members of organization's team
- Organization's name/logo on mile markers
- Prominent placement of logo on race event posters and flyers
- Prominent placement of logo on day-of-race banner
- Recognition in race promotion emails
- Inclusion in race press release
- Promotion of sponsor by the NFB on social media
- Prominent placement of logo and promotion of organization on race website with link to organization's website
- Sponsor organization's logo in top placement on race T-shirt

Platinum Sponsorship Level (\$6,000)

- Promotional items and/or organization's information in day-of race bag
- Thank you message with organization's logo featured on NFB's roof-top digital sign for one week prior to the race—seen by drivers on I-95 South
- Complimentary race entry for ten members of organization's team
- Company name/logo on mile markers
- Prominent logo on race event posters and flyers
- Prominent logo on day-of-race banner
- Recognition in race promotion emails
- Inclusion in race press release
- Promotion of sponsor by the NFB on social media
- Prominent logo on race website with link to organization's website
- Prominent logo on race T-shirt

Gold Sponsorship Level (\$4,500)

- Thank you message with organization's logo featured on NFB's roof-top digital sign the day of the race—seen by drivers on I-95 South
- Complimentary race entry for five members of organization's team
- Company name/logo on mile markers
- Logo on race event posters and flyers
- Logo on day-of-race banner
- Recognition in race promotion emails
- Inclusion in race press release
- Promotion of sponsor by the NFB on social media
- Logo on race website with link to organization's website
- Logo on race T-shirt

Silver Sponsorship Level (\$3,000)

- Logo on race event posters and flyers
- Logo on day-of-race banner
- Recognition in race promotion emails
- Inclusion in race press release
- Promotion of sponsor by the NFB on social media
- Logo on race website with link to organization's website
- Logo on race T-shirt

Partner Sponsorship Level (\$1,000)

- Logo on race website
- Logo on race T-shirt

Other Opportunities

We are always in need of volunteers to help with the race. We need volunteers to help with registration, water and food tables, and to help as course marshals.

If you are interested in sponsoring or volunteering at the 6 Dot Dash, please contact Stephanie Witt at switt@nfb.org or (410) 659-9314, extension 2423.