

SPONSOR PROPOSAL

CONNECT YOUR BRAND TO

CHALLENGE FAILURE

Saving Lives through Heart Failure Education & Research

“Heart failure affects millions of Americans every year and has an enormous impact on our health system. Countless lives are lost from this condition that affects men, women, young and old alike. Through awareness, education and proper treatment by heart failure specialists and primary care providers we can make a difference in our communities. Challenge Failure helps make the difference that will improve the quality of life of those living with heart failure.”

Robert C. Kincade, MD

Director of Mechanical Circulatory Support and Heart Transplantation
SUTTER MEDICAL CENTER, SACRAMENTO



THIS YEAR'S RACE DATE: SATURDAY, SEPTEMBER 7, 2019

CHALLENGE FAILURE 5K/10K RACE SPONSOR PROPOSAL • TAX ID 81-0715312
1030 S. Hutchins St. #117 Lodi, California 95240 | CHALLENGEFAILURE.ORG | 209.484.5883

What is Challenge Failure?

Challenge Failure is a 5K/10K Walk/Run dedicated to promoting awareness and raising funds for research to support the millions affected by heart failure.

“Heart disease causes more hospitalizations than all cancers combined, costs the nation an estimated \$32 billion a year, and more than half of those who develop heart failure die within five years of diagnosis.”

Dr. John Teerlink

Director of the Heart Failure Program and
Clinical Echocardiography Laboratory
SAN FRANCISCO VETERANS AFFAIRS
MEDICAL CENTER IN SAN FRANCISCO

WHY PARTNER WITH CHALLENGE FAILURE

Varying levels of sponsorship with Challenge Failure may include:

- Presenting sponsorship
- Designated area sponsorship including start/finish, mile markers
- Promotion of your brand on signage and t-shirts
- Speaking opportunities

Sacramento was named one of the Top 25 running cities in the US by Runner's World (August 2016) so you'll know your brand is will be showcased to a highly engaged and motivated audience.

WE CAN MAKE A DIFFERENCE

Over the past 8 years Challenge Failure has contributed over \$250,000 toward heart failure, helping to make some of the following advances possible:

Challenge Failure has increased awareness about heart failure and its prevention and care.

Challenge Failure is currently supporting investigational research to better understand the challenging population of patients with atrial fibrillation.

Challenge Failure is supporting a local program that provides scales and other monitoring supplies to heart failure patients in Sacramento. This enables patients to better track their symptoms, progress and more effectively communicate with their health care provider.

With continued growth and support from your brand, Challenge Failure's impact will empower even greater progress toward saving the lives of those diagnosed with heart failure.



Remembering Marc

The inspiration that became Challenge Failure.

WHEN MARC BECAME ILL IN 2008,

it was hard to imagine that heart failure would take his life. The family hoped there was a simple solution to cure his heart failure; however, as time went on Marc's condition only worsened. Just two short years after his initial diagnosis, Marc passed away. He was only 52 years old.

Marc's wife, their five children and four grandchildren lost their husband, father, and grandfather. Marc was denied the opportunity to celebrate his 29th wedding anniversary, see the marriage of three of his daughters, the college graduation of his son, and the addition of his grandsons, Kincade, Logan, Derek, and Elliot.

Challenge Failure was conceived by The Boriack Family. Rather than surrender to the grief arising from his untimely death, the Boriack Family was struck with a special vision: to honor Marc's life by helping others find hope and a renewal on life by supporting heart failure research. This vision became reality when the first annual

Challenge Failure 5K & 10K Walk/Run was held in March 2011.

Since its inaugural event, Challenge Failure has grown--raising more than \$250,000 since 2011--touching the lives of many. After 5 fruitful years in Lodi, Challenge Failure made the decision to grow by moving to William Land Park in Sacramento, CA in 2016. The results have not disappointed and the new venue location has been met with a big turnout and lots of enthusiastic supporters year after year! We hope you continue to join us in September as we challenge heart failure!



Our Mission

The mission of Challenge Failure is to promote the prevention of heart failure by raising funds for research, encouraging healthy lifestyles, and increasing awareness through education and support for those diagnosed with heart failure and their families.

DESCRIPTION OF THE EVENT

The Annual Challenge Failure Race for Heart Failure Research 5K & 10K Walk/Run began in 2011 to raise funds and awareness for heart failure research.

An officially chip timed race, the Challenge Failure 5K/10K is a great event for the whole family; runners, walkers, strollers, wheelchairs and dogs are all welcome! There will be food and fun for all ages, as well as exhibits featuring information and products centered around heart failure, military veterans, and healthy living for all.

Challenge Failure's success has been measured by the overwhelming support and growing participation of the runners,

walkers, and hundreds of people who believe in our cause. Proceeds will increase awareness of this disease in the community, help provide scales and other monitoring tools to heart failure patients, as well as contribute to the cutting edge research centered around heart failure and associated diseases like atrial fibrillation.

As Challenge Failure continues to grow, we look forward to increasing contributions, race size, and exposure for this worthy cause. Having already contributed more than \$250,000 towards heart failure research in the last 8 years, the opportunities are limitless.



The Challenge Failure Board of Directors



TINA BRODSTON, VICE PRESIDENT

Tina Brodston has been employed by the Grupe Company as a Senior Sales

Manager since 2001. She is married to Emil Brodston and they have a 14 year old daughter, Isabella. Tina has held key roles in Challenge Failure since its inception, most notably in sponsorships and social media marketing. In her free time she volunteers at church and her daughter's school. She recently completed her first half marathon – the Nike half in San Francisco – and likes vacationing, camping and boating with her extended family.



STEVEN BORIACK, DIRECTOR OF COMMUNICATIONS

Steven Boriack is a Publicity Manager at Flatiron Books in

New York City. After graduating from Auburn University he moved to New York to pursue a career in publishing and found a passion for public relations, previously holding positions at Random House and HarperCollins. An active member in the community, Steven has been an integral part of various clubs and organizations as both an active member and officer. He has competed in several half marathons and will be competing in the Brooklyn Half this May.



ROBIN BORIACK, SECRETARY

Robin Boriack, along with her family, is the Founder of Challenge Failure. Her passion

has been to spread awareness and raise research funds to combat Congestive Heart Failure. She is the widow of Marc Boriack and is dedicated to preserving his memory by helping others learn to live and thrive with heart disease. She is a mother and grandmother and hopes that her work with Challenge Failure will prevent others from suffering the loss of a loved one due to Heart Failure. She also volunteers regularly at her church and participates in multiple 5Ks, 10Ks, and half marathons.



ELIZABETH MILBAUER, TREASURER, DIRECTOR OF VETERANS AFFAIRS

Elizabeth Milbauer is a United States Navy Veteran and full

time student at California State University, Sacramento. She will be graduating this May with a B.S. in Accountancy. After 4 years in Aviation Administration with the US Navy, she went back to school to get her degree. She received her associates in Business Administration and is currently working on her Bachelor degree in Accounting. She is a member of the Accounting Society and Golden Key Honour Society. Outside of school, she is an active member in the Veteran community, and maintains an active lifestyle, competing in her first half marathon



EMILY REISINGER, PRESIDENT

Emily Reisinger is a Physician Assistant in Cardiothoracic Surgery. She graduated from the University of San Diego with a Bachelors in Accounting and a Masters in Accounting and Financial Management. After working at KPMG in New York City, she moved back to California to be near her father who had been diagnosed with Heart Failure. She then went on to PA school at UC Davis School of Medicine. Challenge Failure affords her the ability to combine her career and passion to inspire others to lead healthy lifestyles.

What is heart failure?

Heart Failure is a serious condition. However, it does not mean the heart has “failed” or stopped working. It means the heart does not pump blood as well as it should. When you have heart failure, your heart keeps working but it is weak and unable to pump enough blood and oxygen to support all the organs in the body.

RISK FACTORS FOR HEART FAILURE

Diseases that damage your heart also increase your risk for heart failure. Some of these diseases include:

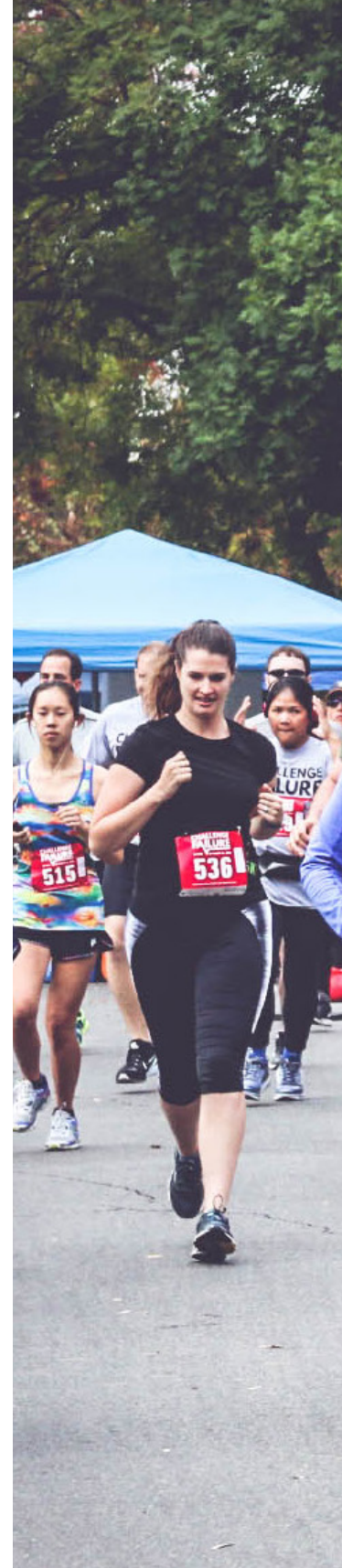
- Coronary heart disease (the most common type of heart disease)
- Heart attacks
- Atrial Fibrillation and other rhythm abnormalities
- High blood pressure
- Diabetes
- Obesity
- Valvular heart disease
- Chronic kidney disease
- Sleep disordered breathing

Unhealthy behaviors can also increase your risk for heart failure, especially for people who have one of the diseases listed above. Unhealthy behaviors include:

- Tobacco use
- Eating foods high in fat, cholesterol, and sodium
- Not getting enough physical activity
- Toxins such as alcohol, cocaine, and chemotherapy
- Psychological stress

HEART FAILURE IN THE UNITED STATES

- About 5.7 million people in the United States have heart failure.
- Heart failure is the leading cause of hospitalizations, resulting in over 1 million hospitalizations per year.
- Men and women over the age of 40 have a more than 20% chance of developing heart failure.
- One in 9 deaths in 2009 included heart failure as a contributing cause.
- Roughly half of those who develop heart failure die within 5 years of diagnosis.
- Heart failure costs the nation an estimated \$32 billion each year, including the costs of health care services, medications, and missed work days.



Media Partners

Challenge Failure is a 5K/10K Walk/Run dedicated to raising funds to increase awareness, support patients with heart failure and help prevent millions more from developing heart failure by contributing to cutting edge research.

ULTIMATE MARKETING PLAN

Challenge Failure has the potential to build this event into a national program. Challenge Failure continues to grow into new regions, while bringing more attention and funding to heart failure.

CAUSE MARKETING OPPORTUNITIES

Challenge Failure is a 501(c)(3) organization. Proceeds will go to the Annual Challenge Failure Race for Heart Failure Research 5K & 10K Walk/Run to raise funds and awareness for heart failure research.

OUR FOITITION PARTNERSHIP

Fotition is a social media platform that connects nonprofit organizations with corporate sponsors to raise awareness and dollars for social causes and change through photo challenges! It is a great user friendly app that connects to Facebook and Twitter.

In 2018 Challenge Failure and Cytokinetics partnered together and raised \$1000 for heart failure through over 100 social media fotes!

ADVISORY BOARD

Dr. John Teerlink, FACC, FAHA, FESC, renowned researcher and Director of the Heart Failure Clinic at the SFVAMC

Susan Ammon, RN, MS, FNP, Heart Failure Specialist

Dr. Kenneth Delu, Chiropractor, avid runner and marathoner, sports and running consultant

Rod Boriack, Independent writer, editor, and consultant

Heidi Sowers-Hill, Local Business Owner

David Meronuck, IT Manager, Retired

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REGIONAL CARDIOLOGY

SPECIAL THANKS TO:

James Longoria MD, Robert Kincade MD, Michael Ingram MD, Ron Slate Jr., Mary Slate, Ryan Slate, Delta Restaurant Supply & Party Rentals, Alhambra Water, Starbucks, Sacramento Area Bicycle Advocates, Peggy and Craig Hawbaker, Victoria Lopez and Melissa Valdez, Steve Krieschok-Smile BPI, Balanced Touch Massage- Rhonda Penland CMT, Heidi Sowers-Hill, Mike and Debra Hass, Christine Boriack, Lynnp, Nichole Amberg



SUGGESTED SPONSOR BENEFITS

Your contribution to the Challenge Failure event may include but are not exclusive to the following benefits. Benefit packages can be customized to meet your needs. In order to receive full benefits, the deadline for contributions is August 1, 2018.

SPONSOR LEVEL PACKAGES

BENEFIT	\$250	\$500	\$1,000	\$2,500	\$5,000
Website Link	♥	♥	♥	♥	♥
Vendor Booth at Event	♥	♥	♥	♥	♥
T-shirt Logo	XS	S	M	L	XL
Complimentary Entries with T-shirts		5	10	25	50
Pre-event Print & Social Media Exposure			♥	♥	♥
Recognition on Mile Markers & Water Stations*			♥		
Priority Sponsorship Recognition on Mile Markers& Water Stations*				♥	
Premium Booth Placement at Expo				♥	♥
Premium Listing in all Promotional Materials				♥	♥
Presenting Sponsorship Recognition on Start/Finish Line Banner					♥
Company Name and/or Logo on Runners Bib					♥
Presenting Sponsor T-shirt Logo Recognition					♥
Presenting Sponsor Exclusivity					♥
Fotition Sponsorship				♥	♥



Post and share a photo and Cytokinetics will donate \$10 to Challenge Failure.

You could even win a  fitbit



POST PHOTO



EXAMPLE 1: Fotition Campaign from the 2017 race event.

**CHALLENGE
FAILURE**

1030 S. Hutchins St. #117
Lodi, California 95240



Challenge heart failure one step at a time.

Your partnership can help SAVE LIVES!

For more information about Challenge Failure,
go to **CHALLENGEFAILURE.ORG** or email
INFO@CHALLENGEFAILURE.ORG