



TeamCindy

5K RUN FOR RESEARCH

Sponsorship Proposal



In-person & Virtual

Riverside Park, NYC
September 17, 2022

Contact

Jewel Clarke
954.648.5277
jewel@teamcindy.org

To Benefit:

Brain Aneurysm Foundation

bit.ly/2022TeamCindy

#2022TeamCindy

   @teamcindybaf

Founder, TeamCindy™

ELAINE ROBERTS SCHALLER



Dear TeamCindy™ supporters,

What a wild ride the past couple of years have been! I hope you and your loved ones are staying safe and well throughout it all.

By now, many of us have developed our own rhythm for living in the world during COVID-19. Thanks to vaccinations, masks, and the tireless work of healthcare workers, we're finally able to emerge from self-quarantines and isolation.

Despite all this, brain aneurysms continue to affect many Americans. According to the Brain Aneurysm Foundation, an estimated 6.5 million people in the United States have an unruptured brain aneurysm—that's about 1 in 50 people.

After two years of virtual races, we're thrilled to be returning to Riverside Park for our annual TeamCindy™ 5K Run for Research—in-person and in a new location within the park. Throughout the pandemic, thanks to sponsors and supporters like you, our virtual races have raised \$94,084!

We should all be proud of ourselves for this accomplishment. The BAF and TeamCindy™ are continuing to function and serve their mission, but still need your help and sponsorship. Your support tells the public you approve of our efforts. We're honored to be endorsed by you.

We're looking forward to another year of working together with you and supporters around the world to detect, prevent, and eradicate brain aneurysms.

I hope you join us again on September 17, 2022, and I look forward to your support.

Thank you so much, and please continue to stay safe!

Warmly,

Elaine

Executive Director & Board President Brain Aneurysm Foundation

CHRISTINE J. BUCKLEY



Dear TeamCindy™ supporters,

After a challenging couple of years, it's so exciting to be able to meet in person for our 2022 annual TeamCindy™ Run for Research. Riverside Park has been revamped and refreshed and awaits our return.

Throughout it all, our work hasn't stopped, and our mission hasn't changed. The BAF is still committed to serving our community, and needs your help now more than ever. TeamCindy™ supporters have powered us through two years of virtual events— participating, sponsoring, and raising funds for brain aneurysm research and awareness. We managed to keep our momentum and still fund a Chair of Research!

Thank you, as always, for your continued support for the BAF and TeamCindy™, especially during such trying times. We'd greatly appreciate any support you can provide for our 9th annual TeamCindy™ Run for Research.

In addition to joining us as a sponsor, please consider forming your own Run for Research team. Donations of any size make a difference! No matter how you choose to participate, we'll continue to be united by our commitment to further the mission of the foundation and to raising awareness and funding brain aneurysm research.

Thank you, again, and best wishes,

Christine

CONTENTS

Page 5-6

Introduction

[9th Annual Run for Research](#)

Page 7-11

Who We Are

About TeamCindy™

[The Inspiration](#)

[Brain Aneurysm Foundation](#)

[Research & Grants](#)

Page 12-15

About Event

Event Highlights

[Race Logistics](#)

[Attendees](#)

[Promotions](#)

Page 16-18

Sponsorship Opportunities

Working Together

[Packages](#)

[Contract](#)



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

9TH ANNUAL RUN FOR RESEARCH

TeamCindy™, a non-profit fundraising arm (501c3) of the Brain Aneurysm Foundation, will host its ninth annual **TeamCindy™ 5K Run for Research** in-person at Riverside Park in New York City on **Saturday, September 17, 2022**. A virtual option is available for those unable to participate in person.

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.



9TH ANNUAL RUN FOR RESEARCH



Building on our record-breaking fundraising and participation success over the past eight years, TeamCindy™ envisions 2022 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: first finisher prizes for Men's/Women's/Youth divisions, 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 **host a festive after party featuring refreshments and a "silent disco" dance party with a live DJ** immediately following the Awards Ceremony – a truly unique aspect to our event! This event creates additional opportunities for our sponsors to build a connection with our participants.
- 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 so that all may celebrate their survivor stories. **This will be the emotional highlight of our event!**

#AwarenessMatters

#1in50 | bafound.org



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



TEAMCINDY
RUN FOR RESEARCH

WHO WE ARE

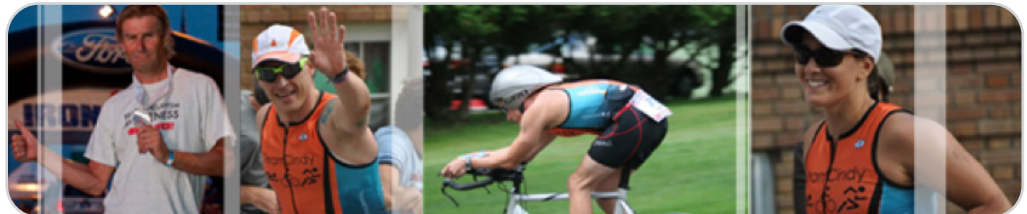
ABOUT TEAMCINDY™

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. Since inception, TeamCindy™ has distributed more than **\$800,000** in research grants. 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](#).

2021

John Thompson, PhD • University of Miami, Florida

Cynthia Lynn Sherwin Chair of Research: \$30,000

Awarded for: Surface Modification of Flow Diverting Stents for Improved Cerebral Aneurysm Repair

Vincent M. Tutino, PhD • University of Buffalo, New York

Cynthia Lynn Sherwin Chair of Research (in conjunction with the Carol W. Harvey Chair of Research): \$30,000

Awarded for: Blood-Based Biomarkers Associated with Aneurysm Vessel Wall Enhancement on Post-Contrast MRI

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

RESEARCH AND GRANTS

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

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

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 17, 2022



Riverside Park, NYC

Event Schedule

8:00 am - 9:30 am

Day of Registration/Package Pick-up

9:30 am - 9:45 am

Team Recognitions/Speeches

9:45am - 10:00 am

Race Warm-Up

10:00 am

5K Run/Walk Begins

10:30am - 12:00 pm

"Silent Disco" after party, award ceremony, and free lunch!

Pricing

All Participants

\$35 Adults

\$15 Youth

\$50: 1 in 50 people in the United States have an unruptured brain aneurysm
Attendees are encouraged to support the #1in50 by rounding up their
registration contribution to \$50

Registration prices will remain the same throughout

Timeline

May 1, 2022

Registration site is live

September 1, 2022**Deadline for All Sponsorship Contracts**

August, 2022

Deadline to register and still receive a t-shirt

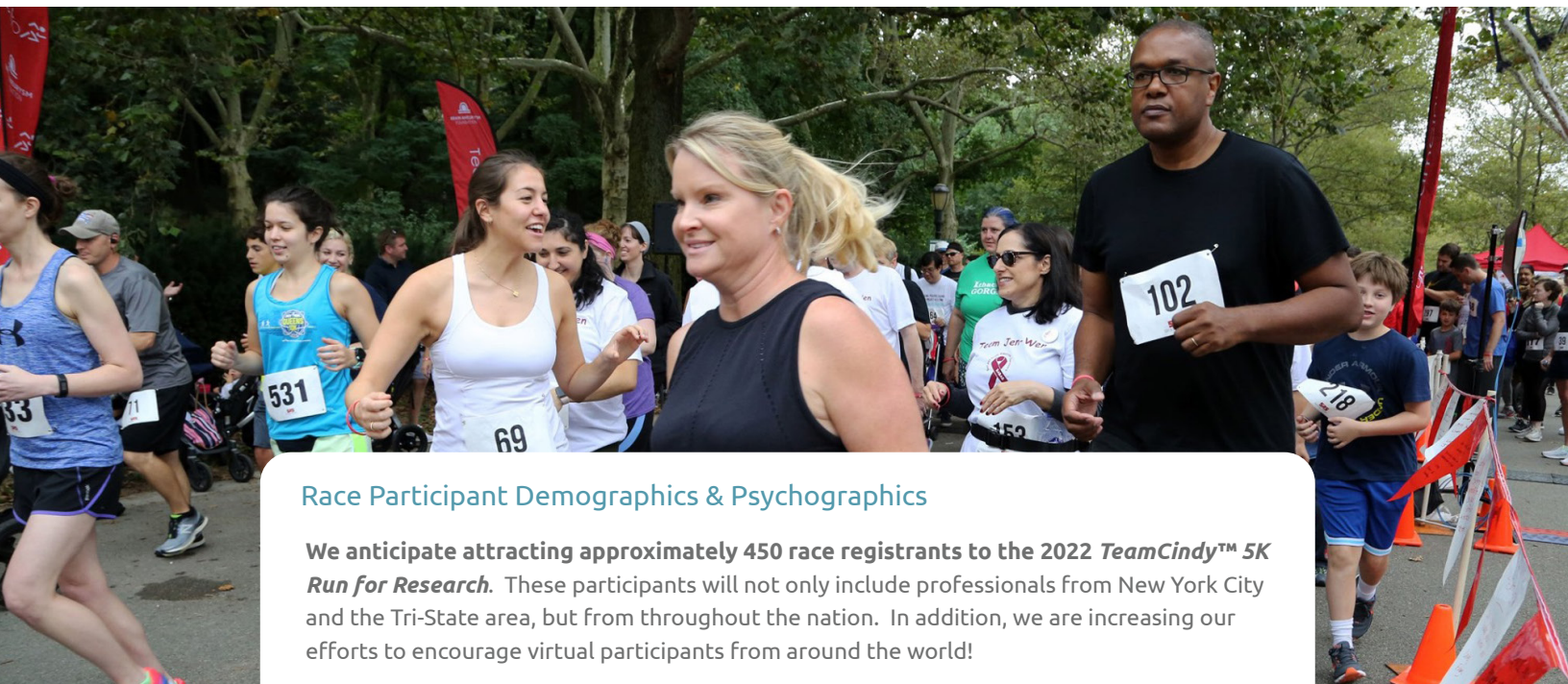
September 16, 2022

Deadline for registrant fundraising to count toward prizes

September 17, 2022

Race Day!

ATTENDEES



Race Participant Demographics & Psychographics

We anticipate attracting approximately 450 race registrants to the 2022 *TeamCindy™ 5K Run for Research*. These participants will not only include professionals from New York City and the Tri-State area, but from throughout the nation. 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 for its picturesque 5K course, majority hailing from NYC-area.
 - 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 2022 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. 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 in person and/or virtual races.
- Online race calendars hosted by RunnersWorld.com, RunningTimes.com, CoolRunning.com, NYCRuns.com, 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 festive after party complete with refreshments and a “silent disco” featuring 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.

In addition to the first finishers from the male, female, and youth categories, we will also 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. These attractive prizing options consistently have been successful in driving engagement and registrations.

If you have specific ideas on how your brand can best leverage our event to reach 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	Yes
Opportunities for sampling	Yes	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, 2022 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.

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

_____ Description of In-Kind Contribution

_____ Total Sponsor Amount

_____ Signature

_____ Name




_____ Date



TeamCindy 
5K RUN FOR RESEARCH

September 17th, 2022
bit.ly/2022TeamCindy

www.TeamCindy.org

   @teamcindybaf
#2022TeamCindy