

**WHILE MAY15TH IS OUR DAY OF AWARENESS, YOUR WALK/RUN CAN BE ANY DAY OF THE YEAR !!!**

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17. Keep track of all registrants on a spreadsheet.
18. Keep a spreadsheet of your targeted sponsors with dates of when you contacted them or heard from them.
19. Obtain your food handling permit 2-3 months in advance. You can most likely obtain this at the county health department in the county where your event will be held. At a minimum, you will need to provide bottled water for the walkers/runners, water in jugs with spigots for the runner's water station and fruit and carbs for the runners (ie: bananas, bagels, fruit/cereal bars). You may also want to consider getting hotdogs donated and cookies, chips, soda, etc, for example. You may also consider having food vendors, providing we do not have to pay them. You will also need a food permit if you have food vendors.
20. You may also consider allowing vendors to sell merchandise at your event and donate a percentage of their profit to VBF.
21. Contact VBF regarding t-shirts, bags, and other merchandise for the registrant packets unless you can get these items donated or get them for a better price.
22. The key is to keep your expenses low is to get as much donated as possible. All expenses must be approved ahead of time. You may request a budget for your event.
23. This is an excellent opportunity to promote a physician or vascular birthmark treatment center. They can also be your key sponsor.
24. VBF will help with PR for your event such as a press release or local television spots.
25. Don't forget to check and make sure that there are no other major walks/run in your area on the day you decide to have your event. You can check this on local community calendars.

**IMPORTANT!!!**

\*\*\*VBF logo and website must appear on ALL event-related materials! All event-related materials must be approved by VBF President, Dr. Linda Rozell-Shannon prior to being printed/distributed.

Also note that all donations are tax deductible as VBF is a 501c3.

Are you ready to get started? Email us at [hvbf@aol.com](mailto:hvbf@aol.com) and thank you for helping to make a difference !



## THE VASCULAR BIRTHMARKS FOUNDATION WALK/RUN GUIDE

**Join the Day of Awareness Team  
Plan An Event in your Community**

### VBF Annual Challenge Walk/Run for Birthmarks



**Raise awareness and help raise needed funds so that VBF can continue to network families into proper medical treatment and so that we can sponsor families to attend our annual conference who cannot afford to attend without financial assistance**

***NOTE: Welcome to the team! Now that you are ready, VBF will assign someone to work with you so that your event will be a huge success.***

1. Six-12 months or more in advance, secure a location for your event. If planning a community walk (alone or in conjunction with a 5K), a kid-friendly location such as a park or park-like setting with playground is key. If planning a 5K, a USATF certified track is preferable as it will draw serious runners. Community walks are generally no more than 1 mile.
2. Try to secure an Event Sponsor. An Event Sponsor should commit to *at least* \$2500, but you can set price.
3. Obtain permit and/or town/city approval to secure your date and location.
4. Secure the town or city EMS so that they will be available on the date of your event.
5. Recruit (hire) a company to keep time (if doing a 5K). Shop around for ones that will donate their services or perhaps donate a portion of their services.
6. The time keeping company will instruct you on the details of planning a 5K run. You will need numbered runners bibs, consent forms, etc. It is not necessary to go through the expense of chips (on shoes) for time keeping. Your company should be able to keep time the old fashioned way, unless you end up with too many runners pre-registered and the company feels otherwise. VBF can help with this as well.
7. Work with VBF to obtain insurance coverage.
8. Designate a Walk and/or Run Director
9. **RECRUIT** volunteers! You will need a minimum of 30 volunteers for the day of the event, beginning with set up and ending with break down. **BE SURE** all of your volunteers are assigned roles **PRIOR** to the event. Verify a few days before that your volunteers are indeed coming. Keep in mind that you will need approximately 11 course marshals for the run.
10. Have corporate sponsor letters prepared to go out at *least* 6 months in advance. Samples are available. The letters should be sent out or hand delivered in a VBF corporate sponsor folder, along with a corporate sponsorship levels sheet and a remittance form

and VBF's info sheets (in order as follows): "Before and After" PR sheet, "PHACES Association Quinn", "KT Syndrome DeVion", "Hemangioma Ava", "VBF Day of Awareness", and "We are Making a Difference". Also include VBF's trifold brochure, your event's brochure (sample available), and VBF's most recent newsletter. Be sure your letter or remittance form has a due date in a different color font.

11. Target cash sponsors as well as sponsorship for goods and services such as grocery stores to donate food or gift cards to purchase food for the event, radio stations that will do a PSA for you as a donation, a company to donate a bouncey bounce if you are having a community walk and/or a company that will provide children's activities such as face painting, etc, a band or DJ for entertainment, a photographer and companies that will donate raffle items (restaurant gift cards, etc). The perks that a company that donates goods or services will receive will be the equivalent on the sponsor levels sheet of the amount their donated goods and/or services are worth. Note: Walmart has grants of up to \$1000 available. The form is a simple, one sheet form. You can request funds to cover the expenses of your event. Visit your local Walmart for details. Kohl's will also donate \$500 plus 5 volunteers for 3 hours. Bring a sponsorship packet to your local Kohl's. You will also want to target businesses near the location of your event or along the route of your walk and/or run (if along city/town streets). If planning a May event, it is crucial to contact sponsors on or before January 1<sup>st</sup>. January often starts the fiscal year for businesses. However, it is best to make the initial contact in November for a May event. Follow up two weeks afterwards to confirm receipt and to get a feel for interest. Continue to follow up periodically until you either receive a denial or a sponsorship.
12. Ask your sponsors if you can display your event information and registrations at their locations.
13. Ask your sponsors if you can display your event information and registrations at their locations.
14. Attempt to secure a MC, perhaps a local radio personality. Contact them in the form of a sponsorship packet at least 6 months in advance and try to get a commitment asap.
15. Design your registration form (see attached for example).
16. Registrations that are mailed in must be mailed to VBF and all checks made payable to VBF. VBF will forward the mailed in registrations to you. *cont'd pg. 4*