



## 2017 Sponsorship Opportunities

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### About the Rotor Run

The First Annual Rotor Run was established in 2015, in the spirit of promoting health and wellness in our community. Proceeds from the event support a Jefferson College of Health Sciences scholarship benefiting a nursing and / or paramedic student pursuing a future career in Flight Medicine. The Rotor Run is designed to raise funds for students with financial need AND a passion for flight medicine. The Life-Guard flight crew is excited with this opportunity to “give back” and to support their “future” providers!

### How You Can Help!

The registration fees provide scholarship support, but coverage for the overhead expenses for this race would not be possible without the generous support of our community. If you share a common interest of health and wellness along with securing the future for nursing and paramedic students, we invite you to join us as a sponsor for the Carilion Clinic Rotor Run!

### About Carilion Clinic Life-Guard

- Virginia's FIRST air ambulance service, celebrating our 35th Anniversary in 2016!
- Provides 24-hour transport for the entire state of VA, as well as parts of WV, NC, & TN.
- Our specialized fleet of helicopters operates out of three bases throughout the state, providing fast emergency access to western Virginia's regional Level I Trauma Center at Carilion Roanoke Memorial Hospital.
- Our Life-Guard flight team is staffed by nationally registered paramedics, registered nurses, and FAA-trained pilots, all of whom have received specialized training and certifications in air medical transport.
- Since we first began air operations in 1981, we have transported over 10,000 patients and expanded from one small helicopter to three top-of-the-line helicopters, each outfitted with the best in life saving technology.

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Questions? Please contact:

Karen McNew: [kmcnew@carilionclinic.org](mailto:kmcnew@carilionclinic.org) or (540) 266-6599, or

Susan Smith: [smsmith2@carilionclinic.org](mailto:smsmith2@carilionclinic.org) or (540) 853-0757



## The LANDING ZONE COMMANDER (Presenting Sponsor) \$5,000

- Your name as part of the race title! Example:
  - Life-Guard Rotor Run presented by [your company]
  - or-
  - The [your company] Life-Guard Rotor Run
- Placement of name and logo on race website
- Race t-shirt features your company as the presenting sponsor
- Name and logo on all pre-race media including news releases, social media announcements, and print materials
- Company banner at race start/finish line
- Recognition during the pre-race announcements and post-race awards ceremony with the opportunity to address the race participants
- 10 free entries for your organization's members and / or family
- Company materials in the race packet
- Booth on race day



## AIR TRAFFIC CONTROLLERS (Supporting Sponsors) \$2,000

- Placement of name and logo on race website
- Top tier placement of logo on race t-shirt
- Name and logo on all pre-race media including news releases, social media announcements, and print materials
- Company banner at race start/finish line
- Recognition during the pre-race announcements and post-race awards ceremony
- 5 free entries for your organization's members and / or family
- Company materials in the race packet
- Booth on race day



## FLIGHT FOLLOWERS (Contributing Sponsors) \$1,000

- Placement of name and logo on race website
- Second tier placement of logo on race t-shirt
- Name and logo on all pre-race media including news releases and print materials
- Company banner at awards ceremony
- Recognition during post-race awards ceremony
- 2 free entries for your organization's members and / or family
- Company materials in the race packet



## FLIGHT CREW (Marker Sponsor) \$500

- Placement of name and logo on race website
- Third tier placement of logo on race t-shirt
- Name and logo on all pre-race media including news releases and print materials
- Recognition during post-race awards ceremony
- 1 free entry for your organization's members and / or family
- Company materials in the race packet



## LIFE-GUARD FRIENDS AND FAMILY (Patron) \$100

- Individual or company name on race website and t-shirt (25 character limit)
- Recognition during the awards ceremony