



8TH ANNUAL

myFace

Races for Faces

VIRTUAL EVENT



SPONSORSHIP OPPORTUNITIES

Saturday, September 26, 2020
racesforfaces.org • myFace.org

WHAT IS RACES FOR FACES?

For almost a decade, myFace has organized an annual walk called Races for Faces - one of our most important fundraising and outreach events of the year. It has traditionally been offered as an in-person 5k walk, allowing us to mobilize and bring together a diverse community of hundreds of individuals, including patients, families, friends, students, colleagues, corporations, philanthropists and community advocates.

However, these challenging times call for a new approach, and this year we're taking this walk VIRTUAL!

We will be hosting a virtual program that will be streamed online Saturday, September 26 featuring myFace performers, celebrity supporters, and Races for Faces participants across the country. There will also be a silent auction leading up to the event with some incredible items and once-in-a-lifetime experiences.

By taking myFace Races for Faces to a virtual platform, now EVERYONE across the nation can join us as we create and celebrate an environment where we all can feel safe, hopeful and empowered - and come together in solidarity to know we collectively have the capacity to make a difference in the lives of those with craniofacial differences.

Last year, we raised more than \$175,000 with 600+ participants and 52 teams. This year, with your help, we aim to exceed our goal!

PARENT TESTIMONIAL



Anibel, born with Nager Syndrome and her mom, Lenica

"We are beyond grateful to myFace for, not only the great medical care Anibel has received over the years through the myFace Center, but for the tremendous emotional support given to our family. Being away from home for weeks at a time would have been impossible without the furnished apartment near the hospital that myFace provided us. For many years, we've been coming to the support groups and workshops, and other programs, including our favorite Races for Faces walk. We have never felt alone - myFace has truly become a surrogate family."

WHY WE WALK

Every hour a child is born in the United States with a craniofacial condition. 95% of them will undergo multiple surgeries and long-term medical care throughout their childhood and into their adult life. Each year, the faces of another 100,000 individuals are disfigured through accident or disease.

Having a facial difference can impede the basic functions a child needs to survive and grow, such as eating, hearing and vision. Patients not only have to deal with the physical effects of their condition, but the challenging emotional impact as well, which can often result in feelings of isolation, discrimination, and low self-esteem.

More than 70% of the patients myFace treats are low-income and, although some form of health insurance such as Medicaid, has become more accessible for these low-income families, many procedures and treatment plans are not covered by insurance. myFace helps all craniofacial patients, regardless of the type or severity of the anomaly, length of treatment or the family's financial situation.

myFace Races for Faces raises the critical funds needed to support the comprehensive medical care and psychosocial services we provide our patients, families and craniofacial community, and gives them the gift of confidence and hope for a brighter tomorrow while enabling them to lead full and productive lives.

PARENT TESTIMONIAL



Mason, born with cleft lip and palate
and his mom, Alyssa

"Races for Faces has been a time where we all come together as a big family to celebrate each other's differences and also bring awareness to the craniofacial community. For Mason, who was born with a cleft lip and palate, this event has allowed him to be himself and feel comfortable within this community of shared experiences. It has given him the confidence to understand that 'we are all born with differences, some you can see and some you can't, so don't be embarrassed about yours - it makes you special.'"

WHY SPONSOR?

Sponsoring myFace Races for Faces 2020 is an opportunity for you and your organization to demonstrate your commitment to supporting the care children and adults with craniofacial differences need, while gaining invaluable exposure, brand visibility and recognition.

**Your sponsorship has a direct impact on the work we do and the patients we help.
Changing their faces – and lives – forever.**

SPONSORSHIP LEVELS

PRESENTING SPONSOR

VISIONARY - \$20,000

- » Speaking opportunity during day of virtual event
- » 2 Ads/commercials (up to :30 secs) during day of virtual event
- » Recognition in Races for Faces promotional brochure
- » Promotion in myFace's Social Media outlets reaching over 50,000 viewers
- » 4 Boosted dedicated social media posts
- » Prominent recognition in a stand-alone email blast to over 20,000 individuals
- » Prominent logo display/recognition in all event email blasts to over 20,000 individuals
- » Acknowledgement in event Press Release
- » Prominent display of logo (hyperlinked) on Races for Faces site

CHAMPION - \$10,000

- » Ad/commercial (up to :30 secs) during day of virtual event
- » Recognition in Races for Faces promotional brochure
- » Promotion in myFace's Social Media outlets reaching over 50,000 viewers
- » 2 Boosted dedicated social media posts
- » Prominent logo display/recognition in all event email blasts to over 20,000 individuals
- » Prominent recognition in an email blast to over 20,000 individuals
- » Acknowledgement in event Press Release
- » Prominent display of logo (hyperlinked) on Races for Faces site

LEADER - \$5,000

- » Ad during day of virtual event
- » Recognition in Races for Faces promotional brochure
- » Promotion in myFace's Social Media outlets reaching over 50,000 viewers
- » Logo display in all event email blasts to over 20,000 individuals
- » Acknowledgement in event Press Release
- » Prominent display of logo (hyperlinked) on Races for Faces site

FAMILY - \$2,500

- » Promotion in myFace's Social Media outlets reaching over 50,000 viewers
- » Logo display in all event email blasts to over 20,000 individuals
- » Acknowledgement in event Press Release
- » Display of logo on Races for Faces site

Please contact Karen Lazarus at karen@myFace.org or 917-720-4701 ext 130 for additional information.

ABOUT myFace

myFace is a non-profit organization dedicated to changing the faces - and transforming the lives - of children and adults with facial differences. For nearly 70 years, myFace has worked with patients and families to provide multi-disciplinary, comprehensive care by funding medical, dental, speech, nutrition and psychosocial services.

We arrange complimentary flights through our Southwest Airlines' Medical Transportation Grant Program and housing for out-of-town families in our myFace apartments to decrease the burden and expense of travel while their loved ones receive treatment.

myFace provides other important services such as access to patient and family support groups, workshops, webinars and networking opportunities that offer guidance, counsel and resources for our patients, families and the greater craniofacial community.

Because facial difference can impact the body and spirit so significantly, we always strive to educate others on the importance of empathy, celebrating uniqueness and always choosing to be kind through our public awareness efforts.

PARENT TESTIMONIAL



Edward, born with cleft lip and palate, and his mom, Erin

"myFace makes this journey less difficult by providing the resources, education, love and support necessary for us to prioritize our son and his development."

PATIENT TESTIMONIALS



Taina, born with cleft lip and palate

Taina performed at the myFace Talent Show. After the experience of performing on stage in front of a large audience, she proudly stated, "I learned that I am surrounded by people who support me and are proud of me no matter what."



Emily, born with Hemifacial Microsomia, Microtia and Microphthalmos

"Something I find very helpful is being able to participate in the myFace 'kids' group' where I can freely express myself without being judged and feel safe around others."



YES! WE ARE PROUD TO SPONSOR

myFace
Races for Faces



WITH A GIFT OF:

- \$20,000
- \$10,000
- \$5,000
- \$2,500

We are unable to sponsor, but wish to make a contribution of:

\$ _____

..... CONTACT INFORMATION

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

..... PAYMENT INFORMATION

Enclosed is my check for \$ _____ payable to myFace

Please charge my credit card \$ _____ MC Visa Amex Discover

Credit Card Number _____ Exp. Date _____ CVV Code _____

Signature _____

PLEASE MAIL THIS FORM ALONG WITH PAYMENT TO:

myFace, 333 East 30th St, Lobby Office, New York, NY 10016

For additional questions, please contact Karen at 917.720.4701 ext. 130

or email karen@myFace.org

You can also fill out form online, save PDF to your computer,
attach to an email and send to karen@myFace.org.

Please send logos or contact denise@myface.org for an ad specifications sheet.