DETROIT MOTTEP FOUNDATION

2023 LIFE Walk/Run

SPONSORSHIP PACKET

www.detroitmottepfoundation.org
Dear Lifesaving Partner,

The past few years have been a test of our resilience, and a chance to rediscover our core values and principles. In 2022, we made history with a record-breaking 463 organ donors who gave the gift of life. The pandemic has shown us the fragility of life and how every day is a precious gift.

For 26 years, the Minority Organ Tissue Transplant Education Program (MOTTEP) has been dedicated to saving and enhancing lives through organ and tissue donation, and preventing diseases to reduce the need for transplants among ethnic minority Americans. We have been a safe haven for black and brown families, offering education and support throughout the organ donation process.

Minorities, who make up only 25% of the population, represent over 60% of those waiting for organ transplants. Many wait for years for a deceased donor kidney transplant due to the chronic shortage of organs. This is a sobering reality that we cannot ignore.

MOTTEP is planning a year of celebration, including four signature events that have become beloved community traditions. Your company can be part of this impact by becoming a sponsor. With various levels of support and customizable options, your company will be acknowledged in print, signage, and digital and social media. By supporting MOTTEP, your business will be instrumental in building healthier communities and saving lives through organ donation.

Our vision is to improve health and well-being through disease prevention, organ donation, and education. Our LIFE Walk/Run event in July 2022 reached over 20,000 people and raised awareness for our cause. With your sponsorship, we can reach even more people and celebrate 26 years of saving lives, one step at a time.

As a corporate leader, you know the importance of making a meaningful impact on the community. Your sponsorship will demonstrate your organization’s commitment to serving individuals and families in their most vulnerable moments, and will highlight your dedication to improving the lives of those in our community. The need for organ and tissue donations will endure long after the pandemic, and your support is essential. Please consider the attached sponsorship information and join us in celebrating 26 years of exceptional educational service.

Yours in Service,

Patricia White
Detroit MOTTEP Foundation Board President
WHAT IS MOTTEP?

The Minority Organ Tissue Transplant Education Program (MOTTEP), founded by Dr. Clive O. Callender, is the first national organization designed to educate minority communities on facts about organ and tissue donation and transplantation.

Since June 1993, National MOTTEP has been actively working to solve the number one problem in transplantation - the shortage of organ and tissue donors. National MOTTEP expanded to three (3) sites in 1993, and then to fifteen (15) sites across the country in 1995. Gift of Life MOTTEP was launched in 1995 and serves African American, Arab American, American Indian, Hispanic/Latino, Asian, and Pacific Islander populations.

DETOIT MOTTEP FOUNDATION

2023 Schedule of Events

March 16, 2023
Kountz/Callender/Drew Transplant Symposium
DMC Children’s Hospital, Detroit Campus
This symposium is designed to promote an exchange of ideas on healthcare disparities and their impact on organ and tissue donation. National and local experts highlight ways to engage physicians, health professionals and community leaders to become champions in saving lives.

April 27, 2023
Lifesavers Leadership Breakfast
Detroit Golf Club
The Lifesavers Leadership Breakfast acknowledges community and corporate partners who support the Detroit MOTTEP Foundation’s annual educational programs and events. MOTTEP is committed to providing culturally competent programs that engage ethnically diverse communities regarding the importance of organ and tissue donation. This is also a time to honor our volunteers, donor families, organ recipients, and community champions.

July 22, 2023
26th Annual LIFE Walk 5K Walk and 5K & 10K Run
Belle Isle State Park
LIFE Walk/Run is the largest event promoting organ and tissue donation in the state of Michigan. Attended by more than 2,000 individuals, including members of the medical profession, major corporations, media personalities, politicians, donor family members, and transplant recipients. It is an event for the whole family which also promotes health and fitness through the Kid’s Fun Run, free health screening, and healthy eating at the LIFE Walk Cafe.

November 12, 2023
Sounds of Saving Lives Concert
Location to Be Determined
The Sounds of Saving Lives Concert is an effective way of including the faith-based community to share the message of organ and tissue donation through music. This event kicks off National Donor Sabbath by adding music to the message.
## 2023 LIFE Walk/Run Sponsorship Levels

<table>
<thead>
<tr>
<th>Champion Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Friend of MOTTEP</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### Premium branding and visibility opportunities:

- **LIFE Walk/Run team event registrations and commemorative t-shirts**
  - Champion: 35
  - Platinum: 25
  - Gold: 15
  - Silver: 10
  - Bronze: 7
  - Friend of MOTTEP: 3

- **Your organization’s vendor table at the event**
  - Champion: •
  - Platinum: •
  - Gold: •
  - Silver: •
  - Bronze: •
  - Friend of MOTTEP: •

- **Your organization’s name on the LIFE Walk/Run t-shirts**
  - Champion: •
  - Platinum: •
  - Gold: •
  - Silver: •
  - Bronze: •
  - Friend of MOTTEP: •

- **Your organization’s logo on all printed and marketing materials**
  - Champion: •
  - Platinum: •
  - Gold: •
  - Silver: •
  - Bronze: •
  - Friend of MOTTEP: •

- **Your organization’s name included on press releases and PSAs**
  - Champion: •
  - Platinum: •
  - Gold: •
  - Silver: •
  - Bronze: •
  - Friend of MOTTEP: •

- **Your organization’s video on Detroit MOTTEP Website/Social Media posts**
  - Champion: •
  - Platinum: •
  - Gold: •
  - Silver: •
  - Bronze: •
  - Friend of MOTTEP: •

- **Lifesavers Leadership Breakfast VIP Table(s)**
  - Champion: 3 VIP Tables
  - Platinum: 2 VIP Tables
  - Gold: 1 VIP Table
  - Silver: 1 VIP Table

- **Ad in Lifesavers Leadership Breakfast program booklet**
  - Champion: Full Page
  - Platinum: Full Page
  - Gold: Half Page
  - Silver: Half Page

Customized sponsorships available. Contact Remonia Chapman at (313) 875-9055 or rchapman@golm.org
Our Goals

**Establish** cooperative relationships and/or acquire sponsorship from public and private organizations to assist in the educational campaign for minority populations within the community.

**Empower** specific ethnic minority populations to develop and implement Action Plans that will increase awareness levels within their own communities.

**Educate** ethnic minority populations to the facts regarding organ/tissue donation and transplantation and increase the number organ/tissue donor registries signed by minorities.

**Inform** ethnic minority populations about the specific behaviors and the resulting decreases that lead to the need for organ/tissue transplantation, e.g. Diabetes, Hypertension, Heart Disease, Obesity, and Substance Abuse.

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Why be a Sponsor?

As a corporate leader, we know the ability to have a strong community impact matter to you. Your sponsorship presence will spotlight your organization’s commitment to service to individuals and families who rely on MOTTEP for compassion, guidance, and support during their most vulnerable time. The pandemic will not last forever, but the need to support individuals and families in need of organ and tissue donations will remain. Please review our sponsorship opportunities to determine the level that best reflects your company’s commitment to this cause and our community.

Where do the dollars go?

![Pie chart showing distribution of funds: Education 70%, Administration 14%, Community Collaborations 16%]

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2022: A RECORD YEAR

<table>
<thead>
<tr>
<th>Organ Donors</th>
<th>463</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tissue Donors</td>
<td>1,821</td>
</tr>
</tbody>
</table>

42,000 organ transplants in the U.S.
14% increase in Michigan organ donors

We honor life through donation.*

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*Silver Night Gala 2022
Dr. Norman Silas - U of M Health
Dr. Eddie L. Greene - Mayo Clinic
2023 LIFE Walk/Run Sponsorship Commitment
www.detroitmottepfoundation.org

Name ________________________________ Title ________________________________
Company ____________________________________________________________________
Address ____________________________________________________________________
City ________________________________ State _____________________ Zip ____________
Phone ________________________________ Fax ________________________________
Email ________________________________________________________________________

Sponsorship Commitment
☐ Champion Sponsor - $25,000
☐ Silver Sponsor - $5,000
☐ Platinum Sponsor - $15,000
☐ Bronze Sponsor - $2,500
☐ Gold Sponsor - $10,000
☐ Friend of MOTTEP - $1,500
☐ General Donation: $_____________

Logo Deadline for Printed Materials: April 21, 2023
Logo Deadline for T-shirts: May 31, 2023

Payment Method:  Check Enclosed   Money Order Enclosed   Credit/Debit Card   Invoice (at address below)

Please make check/money order payable to: Detroit MOTTEP Foundation
Mail payment to: 736 Lothrop Road, Detroit, MI 48202

Credit/Debit Card Payment Details:
Charge Amount $______________  Card Type:  MasterCard   Visa   American Express
Card No. ___________________________ Exp. ___________________________ CVC ____________
Billing Address ____________________________________________________________________
City ________________________________ State _____________________ Zip ____________
Phone ________________________________ Alt. Phone ______________________________
Cardholder ___________________________ Signature ________________________________

For sponsorship questions, contact: Remonia Chapman at (313) 875-9055 or rchapman@golm.org
All proceeds benefit Detroit MOTTEP Foundation, a 501(c)(3) nonprofit organization.
Tax ID: 20-3640869
Our Mission

To decrease the number and rate of ethnic minority Americans needing organ and tissue transplants.