



Race for the Future 10 Sponsorship Opportunities

September 15, 2024 | Fort Worth, TX

Join the Foundation for Dental Laboratory Technology (Foundation) in Racing for the Future for the TENTH year, held in conjunction with the Cal Tri (<https://fortworth.californiatriathlon.org/>) in Fort Worth, TX.

With your help, the Race for the Future has raised over half a million dollars since the first race in 2014. Whether through grant and scholarship funding, online educational offerings, or other workforce needs in the dental laboratory technology industry, all revenue raised is circulated back into the industry.

Choose any of our sponsorship options to boost positive exposure for your company or individual name. Sponsorship levels range from \$500 - \$6,500 with a variety of sponsor benefits that will last nearly all year long.

☐ **Titanium Level Sponsor – \$6,500**

5 sponsorships available – available first-come, first-served

- Exclusive logo placement as a Titanium Level Sponsor, along with the Foundation logo, on a promotional item provided to all Race for the Future racers.
 - A list of promotional items will be provided to sponsors upon receipt of signed agreement, at which sponsors will then be able to choose their preferred item based on availability.
- Option to provide one piece of collateral of your choice (restrictions may apply) that will be provided to all Race for the Future racers. Sponsor is responsible for design, production, and shipping costs.
- Logo placement as a Titanium Level Sponsor in at least four ads in the *Inside Dental Technology* (IDT) Magazine, *Journal of Dental Technology* (JDT) Magazine, or *Lab Management Today* (LMT) Magazine.
- Prominent logo placement as a Titanium Level Sponsor on Race for the Future T-Shirts.
- Recognition on the Foundation website as a Titanium Level Sponsor.
- Recognition in all marketing material including e-blasts and mailings as a Titanium Level Sponsor.
- Recognition on Social Media venues as a Titanium Level Sponsor.
- Up to five complimentary participants in the pre-race dinner. Additional participants can be purchased at cost.

☐ **Platinum Level Sponsor – \$5,000**

10 sponsorships available – available first-come, first-served

- Logo placement of all Platinum Level Sponsors, along with the Foundation logo, on a promotional item provided to all race for the Future racers.
- Option to provide one piece of collateral of your choice (restrictions may apply) that will be provided to all Race for the Future racers. Sponsor is responsible for design, production, and shipping costs.
- Logo placement as a Platinum Level Sponsor in at least three ads in the *Inside Dental Technology* (IDT) Magazine, *Journal of Dental Technology* (JDT) Magazine, or *Lab Management Today* (LMT) Magazine.
- Prominent logo placement as a Platinum Level Sponsor on Race for the Future T-Shirts.
- Recognition on the Foundation website as a Platinum Level Sponsor.
- Recognition in all marketing material including e-blasts and mailings as a Platinum Level Sponsor.
- Recognition on Social Media venues as a Platinum Level Sponsor.
- Up to four complimentary participants in the pre-race dinner. Additional participants can be purchased at cost.

□ **Diamond Level Sponsor – \$3,500**

- Logo placement as a Diamond Level Sponsor in at least two ads in the *Inside Dental Technology* (IDT) Magazine, *Journal of Dental Technology* (JDT) Magazine, or *Lab Management Today* (LMT) Magazine.
- Prominent logo placement as a Diamond Level Sponsor on Race for the Future T-Shirts.
- Recognition on the Foundation website as a Diamond Level Sponsor.
- Recognition in all marketing material including e-blasts and mailings as a Diamond Level Sponsor.
- Recognition on Social Media venues as a Diamond Level Sponsor.
- Up to three complimentary participants in the pre-race dinner. Additional participants can be purchased at cost.

□ **Gold Level Sponsor – \$2,000**

- Logo placement as a Gold Level Sponsor in at least one ad in the *Inside Dental Technology* (IDT) Magazine, *Journal of Dental Technology* (JDT) Magazine, or *Lab Management Today* (LMT) Magazine Recognition on the Foundation website as a Gold Level Sponsor.
- Prominent logo placement as a Gold Level Sponsor on Race for the Future T-Shirts.
- Recognition in all marketing material including e-blasts and mailings as a Gold Level Sponsor.
- Recognition on Social Media venues as a Gold Level Sponsor.
- Up to two complimentary participants in the pre-race dinner. Additional participants can be purchased at cost.

□ **Silver Level Sponsor – \$1,000**

- Logo placement as a Silver Level Sponsor on Race for the Future T-Shirts.
- Recognition on the Foundation website as a Silver Level Sponsor.
- Recognition in all marketing material including e-blasts and mailings as a Silver Level Sponsor.
- Recognition on Social Media venues as a Silver Level Sponsor.
- Up to one complimentary participant in the pre-race dinner. Additional participants can be purchased at cost.

□ **Bronze Level Sponsor – \$500**

- Company or Individual Name listed as a Bronze Level Sponsor on Race for the Future T-Shirts.
- Recognition on the Foundation website as a Bronze Level Sponsor.
- Recognition in all marketing material including e-blasts and mailings as a Bronze Level Sponsor.
- Recognition on Social Media venues as a Bronze Level Sponsor.
- Up to one complimentary participant in the pre-race dinner. Additional participants can be purchased at cost.

Important Deadlines:

Signed Sponsorship Agreement and company logo in JPEG/PNG and .EPS format ----- March 8, 2024*
Signed Sponsorship Agreement and company logo in JPEG/PNG and .EPS format ----- April 26, 2024**
Full payment ----- July 19, 2024***

**Ensures print advertising deadlines are met for May – August*

***Ensures print advertising deadlines are met for June – August*

****If full payment is not obtained by this date, sponsor benefits will be ceased.*

Please email your company logo to Lindsey Rowan at Lrowan@dentallabfoundation.org and return the completed Sponsorship Agreement via email, mail, or fax. Full payment is due by July 19, 2024 and is non-refundable. If full payment is not obtained by this date, sponsor benefits will be ceased. No sponsorships are secured or held without a signed agreement. Your authorized signature on the sponsorship agreement on the next page indicates that you have read the above information and agree to the sponsorship payment and terms.

Race for the Future 10 Sponsorship Agreement

Please note this form can also be completed
directly online at www.dentallabfoundation.org/race-for-the-future.

Sponsor Information:

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email Address _____

Do you plan on participating in the Race for the Future as a racer?

Yes No

Sponsorship Level _____

Person who solicited your sponsorship (if applicable) _____

Racer's name you wish to support (if applicable) _____

Are you sponsoring as an individual or as a company?

Individual Company

If you are sponsoring as an individual, please type your name as you wish for it to be displayed:

Please contact me to learn more about the Foundation, its programs, and how to continue supporting the Foundation's efforts.

Payment Information:

Enclosed is check # _____ in the amount of \$ _____ payable to FDLT

Please charge my credit card Visa MC AMEX Amount \$ _____

Credit Card # _____ Exp. _____ *CCV Code _____

*The 3-digit number on the reverse side of your card; the 4-digit number on the front of your card for AMEX

Cardholder Name _____

Billing Address (if different than above) _____

This signed sponsorship agreement, along with your company logo in JPEG/PNG and .EPS format, is due by March 18, 2024 in order to be included in marketing from May – August, and due by April 26, 2024 in order to be included in marketing in June – August. Full payment is due before July 19, 2024 and is non-refundable. Your authorized signature below indicates that you have read the above information and agree to the sponsorship payment and terms.

Authorized Signature _____ Date _____

Name (Printed) _____ Title _____

Please send the completed form and payment to the Foundation office (ATTN: Lindsey Rowan) at the address, email address, or fax number listed below. If you have any questions, please contact Lindsey Rowan at Lrowan@dentallabfoundation.org or at 866.627.3990.