

The 3rd annual Live Like Jake 5k Run/Walk will be held on Saturday, May 13, 2017 at Abacoa, located in Jupiter, Florida.

Our 2nd annual race on May 14, 2016 involved approximately 1,300 participants. We are anticipating even more people will turn out in 2017 based on the positive feedback we received from many of the participants.

Committed to honoring the life and light of Jake Roarke Morrison, the Foundation's mission is to provide life saving swim lessons to children whose parents/guardians cannot afford them and to help families financially who have also suffered the loss of a child or who have a child with critical care needs.

Thanks to our sponsors, participants, and volunteers, the 2016 race was an overwhelming success, exceeding all of our expectations. As a result of this success, the Foundation has been able to provide over 300 ISR Self-Rescue[®] swim scholarships in 2016 alone. The Foundation has also helped dozens of families with financial assistance for funeral expenses and other expenses for children suffering the devastating effects of near drowning.

We would like to invite you to participate in a sponsorship and support our efforts to END childhood drowning. Advertising opportunities are available as set forth in the attached sponsorship package. All sponsorships must be received by April 1, 2017 to guarantee your name and company logo are included in our advertising.

Your involvement in the 2017 Live Like Jake 5K Run/Walk will affect many lives as we continue our mission to save lives. If you are interested in a sponsorship, please return the completed application along with payment to the address listed on page four of this package.

Warmest regards,

Keri Morrison
Jake's Mommy

A blue banner with a yellow border containing the text '5k Run / Walk • May 13, 2017' in white. To the right of the banner is a small, green cartoon frog character with large eyes and a wide smile, wearing red shoes.

Abacoa • Jupiter, Florida

The Third Annual Live Like Jake 5k Run/Walk - May 13, 2017

A family friendly event that will raise awareness to the importance of drowning prevention and fund self-rescue swim scholarships to those in need. Starting in Abacoa's Town Center, there will be a competitive timed 5k (3.1 mile) run, followed by a 1-mile family friendly walk and a 100 yard dash for the kids.

Runner Registration *This will be a timed race*

- Includes T-Shirt (must register by 4/1/17)
- Finisher medal
- Registration swag bag
- Timing chip/race bib

Walker Registration

- Includes Live Like Jake bracelet for all walkers

The Story and Goal of Live Like Jake

On November 30, 2013, at just two years and ten months, Jake Morrison passed away following a drowning accident. For the Morrison's, the loss of their child means not only trying to heal, but also to prevent this from happening to other children and their families. The purpose of "Live Like Jake" is to bring awareness to drowning prevention and provide swim scholarships to save lives. The Foundation also provides emotional and financial support to families grieving from a similar loss or have a child with critical care needs. Live Like Jake is a 501(c)3 certified organization.

The Facts

- Drowning is the leading cause of death for children ages one to four¹
- Florida has the highest drowning rate in the nation for children ages one to four²
- The LLJ 5k is during National Water Safety Month, which focuses on water safety education.

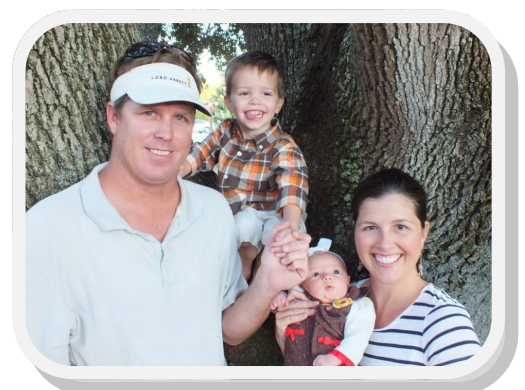
To Live Like Jake is to...

- See life through the eyes and heart of a child
- Have the ability to see the good in people
- Find happiness in the simplest of things, especially in nature
- Know the importance of a smile
- Be able to create your own happiness
- Be grateful for what you have and not bitter for what you don't
- Realize that happiness is most valuable when it is shared

Learn more about Jake's story at LiveLikeJake.com and facebook.com/LiveLikeJake

¹Center for Disease Control

²Florida Department of Health



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Life Saver Sponsorship \$3,000*

- ◆ Company logo /name on all finisher medal ribbons (must be received by February 1, 2017)
- ◆ Presenting sponsor recognition on press releases to radio, print, television and website media outlets promoting the race
- ◆ Company logo/name displayed on Live Like Jake 5K website with link to sponsor website and on Facebook page
- ◆ Company logo/name displayed on back of all runner and volunteer shirts
- ◆ Company logo/name displayed on race brochure and posters advertising the race (if received prior to printing deadline April 1, 2017)
- ◆ Brief summary of company on Facebook acknowledgement of sponsorship (summary to be provided by sponsor)
- ◆ Company logo/name displayed on signage at packet pickup locations
- ◆ Presenting sponsor recognition on PA announcements on race day
- ◆ 3 minute PA race day if desired
- ◆ Company logo/name displayed on all race banners promoting the race
- ◆ 10 X 10 tent with 8 ft. table and 2 chairs on race day to promote your company (sponsor to provide own signage/banner for tent)
- ◆ Item in race day bags (no catalogs or magazines)
- ◆ (4) 2x3 company logo/name signs on race course, (2) 2x3 company logo/name signs by stage
- ◆ 5x7 custom plaque acknowledging sponsorship
- ◆ 8 race day run/walk entries

***TWO LIFE SAVER SPONSORSHIPS AVAILABLE; \$5,000 FOR EXCLUSIVE PRESENTING SPONSORSHIP**

Platinum Sponsorship \$1,000

- ◆ Company logo/name displayed on Live Like Jake 5K website with link to sponsor website and on Facebook page
- ◆ Company logo/name displayed on back of all runner and volunteer shirts
- ◆ Company logo/name displayed on race brochure and posters advertising the race (if received prior to printing deadline April 1, 2017)
- ◆ Brief summary of company on Facebook acknowledgement of sponsorship (summary to be provided by sponsor)
- ◆ Sponsor mention on PA announcements on race day
- ◆ 8 ft. table and 2 chairs on race day to promote your company (sponsor to provide own tent and signage/banner)
- ◆ Item in race day bags (no catalogs or magazines)
- ◆ (2) 2x3 company logo signs on race course, (1) 2x3 company logo sign by stage
- ◆ 5x7 custom plaque acknowledging sponsorship
- ◆ 6 race day run/walk entries

Gold Sponsorship \$500

- ◆ Company logo/name displayed on Live Like Jake 5K website with link to sponsor website and on Facebook page
- ◆ Company logo/name displayed on back of all runner and volunteer shirts
- ◆ Company logo/name displayed on race brochure and posters advertising the race (if received prior to printing deadline April 1, 2017)
- ◆ Display booth space race day if desired (sponsor to provide own tent, table, chairs and signage/banner)
- ◆ Sponsor mention on PA announcements on race day
- ◆ Item in race day bags (no catalogs or magazines)
- ◆ 4 race day run/walk entries

Silver Sponsorship \$250

- ◆ Company logo/name displayed on Live Like Jake 5K website and on Facebook page
- ◆ Company **name** displayed on back of all runner and volunteer shirts
- ◆ Company **name** displayed on race brochure and posters advertising the race (If received prior to printing deadline April 1, 2017)
- ◆ Item in race day bags (no catalogs or magazines)
- ◆ 2 race day run/walk entries

Bronze Sponsorship \$100

- ◆ Company logo/name displayed on Live Like Jake 5K website and on Facebook page

Golf Cart Sponsorship \$200*

- ◆ Company logo/name displayed on sign on golf cart front and back (only 3 sponsorships available)
- ◆ Company logo/name displayed on Facebook page

***CAN ALSO BE ADDED TO ANY OF THE ABOVE SPONSORSHIP PACKAGES**

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Sponsorship Commitment Form

Sponsorship Level _____ Amount _____

Company Name _____

Contact Name _____

Phone _____ Email _____

Address _____

City, St Zip _____

Website _____

URL (for online logo if different than website) _____

Email logo in JPEG or PNG **AND** original format (needed for shirts) to LiveLikeJake@gmail.com

LLJ Contact Information:

Live Like Jake Foundation, Inc.

Attn: Keri Morrison

PO Box 31652

Palm Beach Gardens, FL 33420

Phone: 561.441.7611

Live Like Jake is a 501(c)3, organization. All donations are tax deductible.

Any and all donations are appreciated.

Tax ID# 47-1163422

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENATION BY THE STATE.

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