

Your sponsorship makes a difference!



**20th Annual
Mitchell's Run thru Rockford**

Saturday, August 18, 2018
5K Run/Walk, 8:30 a.m.
Kids for Kids Run, 9:30 a.m.

Downtown Rockford, Michigan
www.mitchellsrun.org



Dear Sponsor:

On August 18, 2018, the 20th Annual Mitchell's Run Thru Rockford (MRTR), a 5K Run/Walk and Kids for Kids Fun Run will take place in downtown Rockford. Proceeds from this event are donated to "Parent Project MD", a non-profit organization dedicated to expedite viable treatments and cure for Duchenne muscular dystrophy (Duchenne).

Duchenne is the most lethal form of muscular dystrophy, striking mostly boys at a very young age.

One in 3,500 male children are afflicted with Duchenne worldwide. Mitchell Peterson, 22, of Rockford, was diagnosed with Duchenne shortly before his 3rd birthday. The goal of MRTR 2018 is to raise additional funding to be donated in Mitchell's name to "Parent Project MD".

Over the past 19 years, MRTR has included over 10,000 participants, 1,000 volunteers, and several thousand spectators, raising over \$1,000,000. Mitchell's Run Thru Rockford has been designated by Classic Race Management as "One of the Premier Running Events in West Michigan".

This Sponsorship Information Packet includes the following:

- Overview of 2018 Mitchell's Run Thru Rockford 5K Run/Walk & Kids for Kids Fun Run
- Sponsorship Benefits and Agreement Form
- IRS 501(c)(3) Letter of Non-Profit Organization Status
- Informative Publication on Duchenne, Authorized by Pat Furlong, President of "Parent Project MD"

This marks our 20th annual race and we are confident it will be our most successful. Thank you for your tax deductible sponsorship support. It is our hope this fundraising event will help cure Duchenne for Mitchell, and all children affected by Duchenne muscular dystrophy.

Thank You,



Steve Peterson
MRTR Race Director
sspetererson3@charter.net
www.mitchellsrun.org
616-863-9168



Mitchell's Run Thru Rockford Highlights

- One of West Michigan's Premier 5K Runs in West Michigan – Classic Race Management
- Over 5,000 participants are involved in the run, walk and Kids for Kids Run
- Over \$1,000,000 raised for Parent Project MD Research
- Complete newspaper coverage by The Grand Rapids Press, Advance, and Rockford Squid
- Super Heroes will be in the house, again, this year!
- Named "Most Organized Event in Rockford" by Rockford City Manager Mike Young
- State Champion and Nationally ranked Girls X-Country team participated in 5K
- Local mascots visiting
- Music, refreshments, and entertainment for runners and spectators
- Course covers the scenic White Pine Trail along the Rogue River and starts and finishes on Historic Squiles street in Rockford
- Race bags distributed to all runners and walkers who pre-register. Bags include promotional items from sponsors, as well as a t-shirt with race logo and names of sponsors



About Parent Project Muscular Dystrophy

Duchenne is a fatal genetic disorder that slowly robs young men of their muscle strength. Parent Project Muscular Dystrophy's mission is to end Duchenne.

- We invest deeply in treatments for this generation of young men affected by Duchenne and in research that will benefit future generations. We advocate in Washington, DC, and have secured hundreds of millions of dollars in funding. We demand optimal care, and we strengthen, unite, and educate the global Duchenne community.
- Everything we do—and everything we have done since our founding in 1994—helps boys with Duchenne live longer, stronger lives. We will not rest until every young man has a treatment to end Duchenne.
- Go to www.ParentProjectMD.org to learn how you can support our efforts and help families affected by Duchenne.

Duchenne muscular dystrophy facts:

- Duchenne muscular dystrophy (Duchenne) is the most common lethal genetic disorder diagnosed during childhood. It is a progressive muscle disorder that causes loss of muscle function and independence. To date, there is no cure.
- Duchenne affects approximately 1 in 3,500 boys. Each year, approximately 20,000 children worldwide are born with Duchenne.
- Because the Duchenne gene is found on the “x” chromosome, the disorder manifests primarily in boys. It knows no boundaries; it affects all races and cultures.
- The gene that causes Duchenne muscular dystrophy was successfully identified and isolated by medical researchers in 1986. While significant research strategies are being pursued, little has impacted the survival rate.
- Although many cases are genetically inherited, approximately 35% of all Duchenne cases are the result of a new random spontaneous genetic mutation.



Internal Revenue Service

Date: January 2, 2003

The Parent Project For Muscular Dystrophy
Research Inc
401 Hackensack Ave, 9th Floor
Hackensack, NJ 07601

Department of the Treasury

**P.O. Box 2508
Cincinnati, OH 45201**

Person to Contact:

Mr. Corbin-3100205
Customer Service Specialist

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. ES
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

31-1405490

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in June 1994 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.



The Parent Project For Muscular Dystrophy Research Inc
31-1405490

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

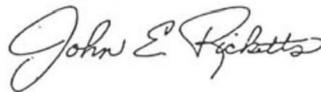
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services



2018 Mitchell's Run Thru Rockford Sponsorship Agreement Form

GOLD ELITE LEVEL	SILVER LEVEL	IN-KIND SPONSOR
<p>\$5,000 or More Cash Donation</p> <p>Benefits Include:</p> <ul style="list-style-type: none"> • Company Logo on 1,500 Race T-shirts • 4 Complimentary Entries • Company Logo on banners during Registration Day and Race Day • Company Logo on MRTR Web Page • Race Day PA Announcements • Company Logo on All Local Media 	<p>\$1,000 - \$4,999 Cash Donation</p> <p>Benefits Include:</p> <ul style="list-style-type: none"> • Company Name on T-Shirt • Company Logo on banners during Registration Day and Race Day • 2 Complimentary Entries • Company Logo on MRTR Web Page • Race Day PA Announcements 	<p>\$500 - \$999 In-Kind Donation</p> <p>Benefits Include:</p> <ul style="list-style-type: none"> • Company Logo on banners during Registration Day and Race Day • 1 Complimentary Race Entry • Company Logo on MRTR Web Page • Race Day PA Announcements

1. Yes! I am interested in becoming a sponsor for Mitchell's Run Thru Rockford 2018.

2. My sponsorship type is: Gold Elite Level Silver Level In-Kind Sponsor

3. Dollar amount pledged is: \$ _____

4. Company name: _____

5. Contact name: _____

6. Signature: _____

Important:

Please provide your company logo camera ready art, electronically on CD-ROM, or email your logo to: sspeterson3@charter.net.

Make checks payable to: **Parent Project Muscular Dystrophy**

