**Your sponsorship makes a difference!**



**21st Annual**

**Mitchell’s Run thru Rockford**

Saturday, August 17, 2019

5K Run/Walk, 8:30 a.m.

Kids for Kids Run, 9:30 a.m.

Downtown Rockford, Michigan

www.mitchellsrun.org



*Honorary Board*

*Rick & Peg Breon*

*Scott & Anessa Fehsenfeld*

*Dan & LouAnn Gaydou*

*Mike & Sue Jandernoa*

*Chip & Judy Perschbacher*

*Steve & Sandy Peterson*

*Russ & Chris Visner*

*MRTR Board*

*Jared Aldrich*

*Stacey Beers*

*Janell Lundy*

*Paige Fawcett*

*Anessa Fehsenfeld*

*Scott Fehsenfeld*

*Sarah Ferguson*

*Heidi Greenland*

*Lauren King*

*Stacey Korte*

*April Milo*

*Sandy Peterson*

*Steve Peterson*

*Brook Sharpe*

*Jeff Sweet*

*Julie Warnke*

Dear Sponsor:

On August 17, 2019, the 21st 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 Muscular Dystrophy (PPMD), a non-profit organization dedicated to the fight to END 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 (that’s 15 of every 100,000). It’s a progressive disease that typically results in the loss of ambulation by age 13, use of arms by age 16 and because the heart and lungs are muscles too, loss of life as a young adult. The runs’ namesake, Mitchell Peterson, 23, of Rockford, was diagnosed with Duchenne shortly before his 3rd birthday. The goal of MRTR 2019 is to raise additional funding to be donated in honor of Mitchell and the dozens of other boys (Tyler, Alec, Kyle, Brody, Chase, Jared, Nathan, Markie, Ben, Nicholas, Lucas, Colin and many more) from West Michigan with Duchenne.

Just like any other child, they all have hopes and dreams for the future. While their bodies may not cooperate, their minds are laser sharp. My son, Tyler, is studying graphic design in college. Colin has a PhD in Music History, Conrad is a disability attorney, Chase wants to be a firefighter when he grows up and Jared, a sport statistician. They ALL deserve to walk a little farther, raise their arms a little higher, and live a little longer.

Over the past 20 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 2019 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 PPMD

This marks our 21st 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,

Anessa Fehsenfeld

Anessa Fehsenfeld

MRTR Race Director, 616-520-1036

[afehsenfeld@chartermi.net](mailto:afehsenfeld@chartermi.net)

**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 PPMD Research
* Complete newspaper coverage by MLive, The Grand Rapids Press, Advance, and Rockford Squire
* Tailored Facebook, Instagram, and Twitter marketing campaign based on your sponsorship level
* Super Heroes will be in the house, again, this year!
* Named “Most Organized Event in Rockford” by Rockford City Manager Mike Young
* Ferris State Men’s Basketball, National Champions participate in 5K
* Local mascots visiting
* Music, refreshments, and entertainment for runners and spectators
* Social media photo screen for runners and spectators with main sponsors prominently displayed
* Course covers the scenic White Pine Trail along the Rogue River and starts and finishes on Historic Squiles street in Rockford
* Race t-shirt with race logo and names of sponsors
* Vendor booth space available at Friday evening race pick up, Saturday morning race day

**About Parent Project Muscular Dystrophy**

* Parent Project Muscular Dystrophy (PPMD) is the largest most comprehensive nonprofit organization in the United States focused on finding a cure for Duchenne muscular dystrophy—our mission is to end Duchenne.
* We invest deeply in treatments for this generation of people 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 people with Duchenne live longer, stronger lives. We will not rest until every person has a treatment to end Duchenne. Go to www.ParentProjectMD.org for more information or to learn how you can support our efforts and help families affected by Duchenne.

**Duchenne muscular dystrophy facts:**

* Duchenne muscular dystrophy (Duchenne) is a genetic disorder characterized by the progressive loss of muscle. It is a multi-systemic condition, affecting many parts of the body, which results in deterioration of the skeletal, heart, and lung muscles. To date, there is no cure.
* Duchenne affects approximately 1 in 5,000 live male births. Each year, approximately 20,000 children worldwide are born with Duchenne.
* Duchenne is caused by a change in the dystrophin gene. Without dystrophin, muscles are not able to function or repair themselves properly. Becker muscular dystrophy, which is less severe than Duchenne, occurs when dystrophin is manufactured, but not in the normal form or amount.
* Because the dystrophin gene is found on the X-chromosome, it primarily affects males, while females are typically carriers. However, some females can manifest varying ranges of physical symptoms of Duchenne and are therefore called “manifesting carriers”.

**2019 Mitchell’s Run Thru Rockford Sponsorship Agreement Form**

*\*This is a sample of the available benefits. MRTR will work with you to develop customized benefits that help you achieve your marketing and community relation goals.*

**Presenting Sponsor - $10,000 or more cash donation (only one available)**

* Company Logo on 1,200 Race T-shirts plus other race gear available for purchase
* 10 Complimentary Entries
* Listed in all press releases and media announcements
* Logo inclusion on all emails sent to 10,000+ participants (past & present)
* 3+ dedicated social posts with no other noise, inclusion in all MRTR race social posts
* Company Logo prominently displayed on the MRTR Web Page
* Company name inclusion in all media related communications and interviews
* Headline Company Logo on social media photo screen during Packet Pick up and Race Day
* Vendor Booth space available for use on both Friday evening, Packet Pick Up AND Saturday morning, Race Day
* Your festival signage hung in prominient location
* Race Day PA Announcements

**Gold Elite Level - $5,000 or more cash donation**

* Company Logo on 1,200 Race T-shirts
* 6 Complimentary Entries
* Listed in all press releases and media announcements
* Logo inclusion on all emails sent to 10,000+ participants (past & present)
* 1 dedicated social posts with no other noise, inclusion in all MRTR race social posts
* Company Logo prominently displayed on MRTR Web Page
* Company name inclusion in all media related communications and interviews
* Large Company Logo on social media photo screen during Packet Pick up and Race Day
* Vendor Booth space available for use on both Friday evening, Packet Pick Up AND Saturday morning, Race Day
* Your festival signage hung in prominient location
* Race Day PA Announcements

**Silver Level - $2500 or more cash donation**

* Company Logo on 1,200 Race T-Shirts
* 3 Complimentary Entries
* Listed in all press releases and media announcements
* Logo inclusion on all emails sent to 10,000+ participants (past & present)
* Inclusion in MRTR race social posts
* Company Logo on MRTR Sponsor Page
* Small Company Logo on social media photo screen during Packet Pick Up and Race Day
* Vendor Booth space available for use on both Friday evening, Packet Pick Up OR Saturday morning, Race Day
* Race Day PA Announcements

**Bronze Level - $1000 or more cash donation**

* Company Name on 1,200 Race T-Shirts
* 2 Complimentary Entries
* Name inclusion on all emails sent to 10,000+ participants (past & present)
* Company Logo on MRTR Sponsor Page
* Inclusion in some MRTR race social posts
* Vendor Booth space available on either Friday evening, Packet Pick Up OR Saturday morning, Race Day
* Race Day PA Announcements

**In-Kind Sponsor -OR- $500 or more Donation**

* Company name on 1200 Race Tshirts if donation value exceeds $1000
* 1 Complimentary Race Entry for donation $500 - $999, 2 entries for $1000-$2499, 3 entries for donation $2500 and above
* Name inclusion on all emails sent to 10,000+ participants
* Company Logo if donation exceeds, $2500, Company name for donation ranging $500-$2499
* Company Logo on MRTR Sponsor Page
* Vendor Booth space available Saturday morning, Race Day
* Race Day PA Announcements

**2019 Mitchell’s Run Thru Rockford Sponsorship Agreement Form**

Yes! I am interested in becoming a sponsor for Mitchell’s Run Thru Rockford

My sponsorship type is: Presenting SponsorGold Elite Level Silver LevelBronze Level In-Kind Sponsor

I plan to use a vendor booth per my sponsorship level: Friday nightSaturday morning

Dollar Amount Pledged or In-Kind Donation Value: $\_\_\_\_\_\_\_\_\_\_\_\_

Additional Cash Donation $\_\_\_\_\_\_\_\_\_\_\_\_

Total Donation $\_\_\_\_\_\_\_\_\_\_\_\_

Company name (as you want noted in marketing materials):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact name/Phone/Email:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IMPORTANT! Starting May 15, 2019:**

**You may also sign up online at** [**www.mitchellsrun.org**](http://www.mitchellsrun.org) **, Click Sponsor.**

Please email your logo to: afehsenfeld@chartermi.net

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

Return to:

Mitchell’s Run Thru Rockford

C/O Anessa Fehsenfeld

5355 Northland Dr NE

Ste C #129

Grand Rapids, MI 49525

**Internal Revenue Service Department of the Treasury**

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

**Date**: January 2, 2003 **Person to Contact:**  
 Mr. Corbin-3100205  
 Customer Service Specialist  
The Parent Project For Muscular Dystrophy **Toll Free Telephone Number:**  
 Research Inc 8:00 a.m. to 6:30 p.m. ES   
401 Hackensack Ave, 9th Floor 877-829-5500  
Hackensack, NJ 07601 **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.

-2-

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.

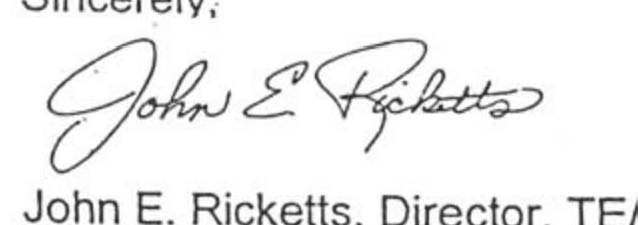
The law requires you to make your organization’s annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization’s exemption application, any supporting documents and 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