Dear Sponsor ,

On August 2nd, 2015 a student at Murrieta Valley High School, took his own life. As a result of this tragedy, his friends and family started an organization called Project 99-Play for Life, Inc. Project 99's mission is to educate teens, their families, and the community about the negative consequences of suicide and provide teens with the strategies and tools necessary to help themselves or others during a mental health or suicidal episode. Our panel of speakers discusses such topics as how suicide directly affects one's family and community, warning signs, resources available, other ways of coping and releasing negative emotions, and how to reassure students that they are not alone in their time of distress.

Since Project 99 requires no dues or fees for us to come speak at high schools, church groups, and other community organizations, we rely on the generosity of the public, local businesses, and civic groups like yours to help maintain and advance our mission of saving young lives. Your donation will:

- **Make an impact!** By sponsoring Project 99, you are making a positive impact on the lives of teens, administrators, and families in our communities. Schools, church groups, and community organizations will be provided with the tools and resources they need to spread awareness about the negative effects of suicide and educate our youth, administrators/leaders, and parents/guardians on ways to prevent this tragedy.
- **Support us in planning and implementing the 2025 Light for Life 5K!** On December 12th, 2023, in Murrieta, California, Project 99, as well as members of the community, will participate in the Project 99 annual suicide awareness "Lights for Life" 5K. Donations will help us get the message out to the community about the need to talk about suicide and mental health issues, so our youth know that they need to ask for help when they struggle.

Please consider sponsoring this life changing organization. Any support your group can provide will greatly benefit our communities as well as Project 99. Please email us if you have any questions or want to hear more about Project 99. Again, a donation of any kind will be gratefully appreciated.

PROJECT 99-PLAY FOR LIFE, INC., IS A 501C3 TAX-EXEMPT ORGANIZATION. ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE. Federal ID number: 82-2186101

Thank you for believing in Project 99's mission. Thank you for allowing us to help teens across our community, our state, and across the country.

Project 99—Play for Life, Inc.
project99org@gmail.com
www.project99.org
Michelle McCarthy, President
951-704-8622

Project 99 Sponsor Packages:

Project 99-Play for Life, Inc. is an official 501(c)(3); all donations are tax deductible
Federal ID number: 82-2186101

Platinum Partner Opportunity - $1,000:

- Named as an official Lights for Life event partner
- 2 banners displayed at Lights for Life 5K – provided by partner
- 2 complimentary race entries including race shirts
- Logo on all 3 mile markers for Lights for Life 5K-logo must be provided by the partner
- Company coupons in race packet (provided by sponsor at least 2 weeks before race day)
- 1-page company flier and/or coupons in race packet
- Logo on sponsor postcard that goes on our website and in race bags
- Public recognition at event start
- 2 social media posts on Facebook and Instagram
- Company logo and link on Project 99 website

Gold Sponsor Opportunity - $500:

- 1 banner displayed at Lights for Life 5K – provided by sponsor
- Logo on all 3 mile markers for Lights for Life 5K-logo must be provided by the sponsor
- Company coupons in race packet (provided by sponsor at least 2 weeks before race day)
- ½ page company flier and/or coupons in race packet
- Logo on sponsor postcard that goes on our website and in race bags
- Public recognition at event start
- 1 social media post on Facebook and Instagram
- Company logo and link on Project 99 website

Silver Sponsor Opportunity - $250:

- Logo on 2 mile markers for Lights for Life 5K-logo must be provided by the sponsor
- Company coupons in race packet (provided by sponsor at least 2 weeks before race day)
- Logo on sponsor postcard that goes on our website and in race bags
- 1 social media post on Facebook and Instagram
- Company logo on Project 99 website

Bronze Sponsor Opportunity - $100:

- Logo on 1 mile marker for Lights for Life 5K-logo must be provided by the sponsor
- Logo on sponsor postcard that goes on our website and in race bags
- Company logo on Project 99 website

Sponsors must provide Project 99 with logos and race bag resources/coupons at least two weeks before race day to ensure we can place info on social media and in race bags.

****In addition to monetary donations, we would also appreciate gift certificates or gift baskets for our top finishers and/or items & resources to add to the participant race bags****