2020 Corporate Support Opportunities
About Team Eye and Ear

Now in our 15th year of partnership with John Hancock Financial Services, the lead sponsor of the Boston Marathon®, Team Eye and Ear has raised more than $6 million to benefit patient care and research at Mass. Eye and Ear. In 2020, the 50 members of Team Eye and Ear aim to raise more than $500,000.

Our team is comprised of runners of all abilities ranging from novice to experienced, but they all share a common goal. They lace up their sneakers and log many miles in preparation for Patriot’s Day in Boston. Their personal stories of triumph and adversity propel them to the finish line of the world’s most storied footrace. Their commitment as athletes, fundraisers and ambassadors for Mass. Eye and Ear brings hope and a healthier future to people everywhere who suffer from debilitating conditions affecting sight, hearing, voice, balance, taste and smell, as well as cancers of the eye, head and neck.

About Mass. Eye and Ear

Massachusetts Eye and Ear clinicians and scientists are driven by a mission to find cures for blindness, deafness and diseases of the head and neck.

Each year almost 300,000 people - adults and children - from more than 80 countries seek care at Mass. Eye and Ear and more than 20,000 of them undergo life-changing surgery.

Mass. Eye and Ear is home to the world’s largest vision and hearing research centers, offering hope and healing to patients everywhere through discovery and innovation. As a Harvard Medical School teaching hospital, Mass. Eye and Ear trains future medical leaders in ophthalmology and otolaryngology through our highly competitive residency and fellowship programs.

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The Boston Marathon® is the world’s oldest and most prestigious marathon. Each year more than 500,000 spectators line the marathon route, making it New England’s most widely viewed sporting event. In terms of on-site media coverage, the Boston Marathon® ranks behind only the Super Bowl as the largest single-day sporting event covered in the world. More than 1,100 media members, representing more than 250 outlets, receive credentials annually.

On April 20, 2020, the 50 members of Team Eye and Ear will join more than 30,000 runners as they embark on the 26.2 mile run of a lifetime. Support Team Eye and Ear and get your company recognized. Our multi-platform corporate support opportunities are customizable to provide visibility and sampling throughout the training program, via online and social media messaging, signage and event presence.

**Pinnacle Supporter ($20,000)**
- Official host of Team Eye and Ear signature events with multi-platform brand integration:
  - Hopkinton – highly visible team location near the start line on Marathon Monday
  - On the Course – mile 19 team cheering section on Marathon Monday
  - Pre-race Good Luck Dinner on Marathon Weekend
- Opportunity to create corporate branding giveaway
- All benefits of Platinum Supporter ($10,000) level

**Platinum Supporter ($10,000)**
- Company name and/or logo displayed at Team Eye and Ear signature events.
- Company name and/or logo prominently displayed on the back of all (50) Team Eye and Ear members’ singlets worn during the 2020 Boston Marathon®
- Company name and/or logo displayed on the back of all (200+) Team Eye and Ear supporter t-shirts worn by family and friends stationed throughout the course
- Inclusion in Team Eye and Ear press release
- Acknowledgement on digital displays located at the Mass. Eye and Ear main campus
- On-going social media messaging on Mass. Eye and Ear Facebook page (9,000+ followers), Twitter feed (11,000+ followers), and LinkedIn (4,400+ followers)
- Logo on Mass. Eye and Ear website for one year
- Membership in Reynolds Society and listing in Philanthropy Report

**Gold Supporter ($5,000)**
- Company name and/or logo prominently displayed on the back of all (50) Team Eye and Ear members’ singlets worn during the 2020 Boston Marathon®

**Silver Supporter ($3,000)**
- Company name and/or logo displayed on the back of all (50) Team Eye and Ear members’ singlets worn during the 2020 Boston Marathon®
- Company name displayed on the back of all (200+) Team Eye and Ear supporter t-shirts worn by family and friends stationed throughout the course
- Listing on Mass. Eye and Ear website for one year
- Membership in Reynolds Society and listing in Philanthropy Report

**Bronze Supporter ($1,500)**
- Company name listed on the back of all (50) Team Eye and Ear members’ singlet worn during the 2020 Boston Marathon®
- Listing in Philanthropy Report

**Deadline**
The deadline to guarantee inclusion on Team Eye and Ear apparel and other branding opportunities is **March 23, 2020**.

**Questions?**
Stacy Kelly
(617) 573-3035 | Stacy_Kelly@meei.harvard.edu
2020 Corporate Support Agreement

Contact Information
Name: ___________________________________________ Title: ________________________________
Organization: ____________________________________________________________________________
(please print name(s) as you would like to appear in recognition materials)
Address: __________________________________________________________________________________
City: __________________________ State: ___________ Zip: _______________
Phone: ___________________ Fax: ___________________________________________________________________
Email: ___________________________________________________________________________________

Commitment
Please refer to the Corporate Support Opportunities page for a description of benefits associated with your
selected level.
☐ Pinnacle: $20,000  ☐ Silver: $3,000
☐ Platinum: $10,000  ☐ Bronze: $1,500
☐ Gold: $5,000
We pledge our support for Team Eye and Ear member (if applicable):
________________________________________________________________________________________

Method of Payment
☐ Check Enclosed
   (payable to the “Foundation of Mass. Eye and Ear, Inc.” with “Team Eye and Ear” written on the memo line.)

☐ Charge the following credit card
   Type of card:  ☐ Visa  ☐ MasterCard  ☐ AmEx  ☐ Discover
   Card number: ________________________________________________________________
   Expiration date: ______________________________________________________________
   Name on card: ________________________________________________________________
   Signature: _____________________________________________________________________

Signature: _____________________________ Date: __________________

Submit / Contact
Team Eye and Ear, c/o Development Office
Mass. Eye and Ear
243 Charles Street, Boston, MA 02114
e-mail: stacy_kelly@meei.harvard.edu
phone: (617) 573-3035

Deadline
The deadline to guarantee inclusion on Team Eye and Ear apparel and other branding opportunities is