YOUR CORPORATION’S IMPACT

In a healthcare environment with reduced reimbursements and tight government funding, philanthropic contributions become even more critical to continue our fight against cancer. By supporting Miles for Moffitt, you are helping Moffitt Cancer Center pilot new research discoveries. These studies have the potential to result in federal funding, advancing life-saving treatments and impacting more lives each year. Over the past 13 years, Miles for Moffitt has funded 56 pilot research studies and gained more than $18 million in additional federal support, all set into motion by our participants, sponsors and donors.

Miles for Moffitt is a premier fundraising event and run/walk in the Tampa Bay area. The race welcomes everyone, regardless of ability and age. It brings the whole community together, including families, patients, survivors, competitive runners, advocates and Tampa Bay’s corporate leaders — and their employees.

Throughout the Tampa Bay community, Miles for Moffitt is a movement of inspiration, courage and hope that thousands of individuals and families look forward to every year.

Since 2006, Miles for Moffitt has raised more than $5 million toward advancing cancer research, helping Moffitt sustain and advance its status as one of the best cancer centers in the country and the only National Cancer Institute-designated comprehensive cancer center in Florida.
MILES FOR MOFFITT IS ON THE MOVE

Miles for Moffitt is growing at a fast pace. In 2018, the race moved downtown for the first time to provide more space for participants, sponsors and vendors. Amalie Arena, the new home of Miles for Moffitt, ensures the event can grow significantly in terms of the number of participants, dollars raised and the profile of the event locally, regionally and throughout the state. This year, we aim to attract 7,500 participants.

NEW IN 2019:
More media coverage
More fundraising tools to maximize your success
More employee engagement opportunities
Early registration incentives
Post-Race VIP Party

2019 RACE DETAILS

Our 14th annual event will take place on November 23, 2019. With a course stretching from Amalie Arena’s Ford Thunder Alley to Bayshore Boulevard, we are more motivated than ever to join forces with you and make an even bigger impact.

10K | 6.2 MILE RUN OR WALK
5K | 3.1 MILE RUN OR WALK
1K | FUN RUN OR WALK
WHEELCHAIR RACE | 10K | 6.2 MILES
RUN WITH RAYMOND KIDS DASH | AGES 8 AND YOUNGER, 100 YARDS
VIRTUAL RUN OR WALK

KEEP THE CELEBRATION GOING!
AS A SPONSOR, JOIN US AT OUR INAUGURAL POST-RACE VIP PARTY.
<table>
<thead>
<tr>
<th>Tier</th>
<th>Investment</th>
<th>Recognition &amp; Benefits</th>
</tr>
</thead>
</table>
| Visionary  | $100,000   | • “Presented by” name recognition/logo  
• Over 54 million impressions in estimated exposure via television, radio, digital, outdoor, and print advertising  
• Executive speaking opportunity on race day from main stage and verbal recognition in onsite announcements  
• Logo on event signage and stage banner  
• Logo on race T-shirt and participant bib  
• Logo on branded interactive visual board in race village  
• Logo on branded start/finish line  
• Catered employee lounge area in race village  
• Course exhibit  
• Private visit to Moffitt research lab for up to ten (10) guests  
• VIP experience at Tampa Bay Buccaneers game  
• Guest appearance by Moffitt researcher at sponsor-hosted pre-event pep rally  
• Thirty (30) complimentary registrations  
• Complimentary race day parking for ten (10) vehicles  
• Invitation for ten (10) at Moffitt-hosted Post Race VIP Party  
• Access to Moffitt Foundation fundraising support liaison  
• Annual impact report  
• Invitation to Moffitt-hosted Spring Family & Friends Day |
| Front Runner | $75,000   | • Over 51 million impressions in estimated exposure via television, radio, digital, outdoor, and print advertising  
• Verbal recognition in onsite announcements  
• Logo on event signage and stage banner  
• Logo on race T-shirt and participant bib  
• Logo on branded interactive visual board in race village  
• Private visit to Moffitt research lab for up to ten (10) guests  
• VIP experience at Tampa Bay Buccaneers game  
• Guest appearance by Moffitt researcher at sponsor-hosted pre-event pep rally  
• Thirty (30) complimentary registrations  
• Complimentary race day parking for five (5) vehicles  
• Invitation for five (5) at Moffitt-hosted Post Race VIP Party  
• Access to Moffitt Foundation fundraising support liaison  
• Annual impact report  
• Invitation to Moffitt-hosted Spring Family & Friends Day |
| Champion    | $50,000   | • Over 26 million impressions in estimated exposure via radio, outdoor, and print advertising  
• Verbal recognition in onsite announcements  
• Logo on event signage and stage banner  
• Logo on race T-shirt  
• Private visit to Moffitt research lab for up to ten (10) guests  
• VIP experience at Tampa Bay Buccaneers game  
• Twenty-four (24) complimentary registrations  
• Complimentary race day parking for five (5) vehicles  
• Invitation for five (5) at Moffitt-hosted Post Race VIP Party  
• Access to Moffitt Foundation fundraising support liaison  
• Annual impact report  
• Invitation to Moffitt-hosted Spring Family & Friends Day |
| Changemaker | $25,000   | • 8 million impressions in estimated exposure via radio, outdoor, and print advertising  
• Verbal recognition in onsite announcements  
• Logo on stage banner  
• Logo on race T-shirt  
• Ten (10) complimentary registrations  
• Complimentary race day parking for two (2) vehicles  
• Invitation for two (2) at Moffitt-hosted Post Race VIP Party  
• Access to Moffitt Foundation fundraising support liaison  
• Annual impact report  
• Invitation to Moffitt-hosted Spring Family & Friends Day |
| Innovator   | $15,000   | • Over 85,000 impressions in estimated exposure via website traffic  
• Verbal recognition in onsite announcements  
• Logo on stage banner  
• Logo on race T-shirt  
• Eight (8) complimentary registrations  
• Complimentary race day parking for two (2) vehicles  
• Invitation for two (2) at Moffitt-hosted Post Race VIP Party  
• Access to Moffitt Foundation fundraising support liaison  
• Annual impact report  
• Invitation to Moffitt-hosted Spring Family & Friends Day |
| Explorer    | $10,000   | • Over 85,000 impressions in estimated exposure via website traffic  
• Verbal recognition in onsite announcements  
• Logo on stage banner  
• Logo on race T-shirt  
• Five (5) complimentary registrations  
• Invitation for two (2) at Moffitt-hosted Post Race VIP Party  
• Access to Moffitt Foundation fundraising support liaison  
• Annual impact report  
• Invitation to Moffitt-hosted Spring Family & Friends Day |
WHY BECOME A SPONSOR?

Partnering with Moffitt as a supporter of Miles for Moffitt represents one of the best sponsorship opportunities in Tampa — and places your company among an elite corporate community. This sponsorship community benefits from:

BRAND VISIBILITY
Miles for Moffitt is one of the highest profile community and fundraising events of the year, and is set to grow. There are extraordinary brand promotion opportunities on marketing collateral and multi-channel media coverage placements.

EMPLOYEE ENGAGEMENT
The race is an opportunity for employee bonding, engagement and team building. Miles for Moffitt acts as an outlet for employees and their families to get involved with your company.

CREATIVE STRATEGIC ALIGNMENTS
We work directly with you to help ensure your specific goals and objectives are met. Together we will look for ways to maximize the impact of your partnership beyond the Miles for Moffitt sponsorship.

EXCELLENT SPONSORSHIP BENEFITS
Miles for Moffitt sponsorship offers a variety of levels of commitment to suit your budget, with corresponding benefits. Benefits extend past the day of the race to create exceptional value and long-term engagement.

SUPPORT FOR YOUR EMPLOYEES
Our team supports your staff to help with peer-to-peer fundraising techniques. We share tools and ideas for fundraising to jump-start your employees with their fundraising efforts.

SUPPORT CONFIDENTLY

When you support Miles for Moffitt, you can be confident your organization is behind one of the most impactful, recognized and awarded cancer centers in the country — Moffitt Cancer Center. Here are some of the most recent honors:

- Recognized as No. 8 nationally in U.S. News & World Report’s Best Hospitals for Cancer rankings, best cancer hospital in Florida and top-ranked in the Southeast
- Ranked No. 3 health care facility on DiversityInc’s 2019 Top Hospitals & Health Systems
- Named LGBTQ Healthcare Equality Leader by the Human Rights Campaign Foundation in 2018
- Ranked in Computerworld’s 100 Best Places to Work in IT in 2019
- Named one of the 2019 Top 10 Nonprofit Companies for Executive Women by the National Association for Female Executives
- Ranked among the Tampa Bay Times Top Workplaces for the eighth time
- Magnet designation for nursing excellence
- Named a Working Mother Best Company in 2018
<table>
<thead>
<tr>
<th>Corporate Sponsor Benefits</th>
<th>Estimated Exposure *</th>
<th>VISIONARY $100,000</th>
<th>FRONT RUNNER $75,000</th>
<th>CHAMPION $50,000</th>
<th>CHANGEMAKER $25,000</th>
<th>INNOVATOR $15,000</th>
<th>EXPLORER $10,000</th>
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</thead>
<tbody>
<tr>
<td><strong>BRAND PLACEMENT</strong></td>
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<tr>
<td>&quot;Presented by&quot; name recognition/logo</td>
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<tr>
<td>Total Facebook promoted presence</td>
<td>2.5 million impressions / 13,000 clicks</td>
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<tr>
<td>Logo exclusive in timing promo-video</td>
<td>7,500+ participants</td>
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<tr>
<td>Logo exclusive in Snapchat filter</td>
<td>8,000 views</td>
<td></td>
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<tr>
<td>Company logo on race bibs</td>
<td>10,000 on race day</td>
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<tr>
<td>Name recognition in television</td>
<td>15.7 million impressions</td>
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<tr>
<td>Name recognition in post-event timing email</td>
<td>7,500+ participants</td>
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<tr>
<td>Logo exclusive in digital display ads</td>
<td>9.5 million impressions</td>
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<tr>
<td>Logo placement in email footer</td>
<td>1.5 million impressions</td>
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<tr>
<td>Name recognition in radio</td>
<td>17 million impressions</td>
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<td>Feature story in e-newsletter</td>
<td>50,000+ recipients</td>
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<tr>
<td>Logo recognition in event guide &amp; neighborhood notification</td>
<td>15,000+ printed pieces</td>
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<tr>
<td>Name recognition in press release</td>
<td>10+ media outlets</td>
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<td>Logo placement in outdoor (billboards)</td>
<td>3.8 million impressions</td>
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<tr>
<td>Logo placement in print ads</td>
<td>3.95 million impressions</td>
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<tr>
<td>Company logo on all participant &amp; volunteer T-shirts</td>
<td>7,500+ participants</td>
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<tr>
<td>Logo on MilesforMoffitt.com</td>
<td>85K+ traffic annually</td>
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<td><strong>ONSITE ACTIVATION</strong></td>
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<tr>
<td>Speaking opportunity from main stage for executive</td>
<td>10,000 on race day</td>
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<tr>
<td>Logo featured on start/finish line structure</td>
<td>10,000 on race day</td>
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<tr>
<td>Logo featured on finish line step and repeat</td>
<td>10,000 on race day</td>
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<tr>
<td>Course exhibit</td>
<td>7,500+ participants</td>
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<tr>
<td>Branded interactive visual board</td>
<td>10,000 on race day</td>
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<tr>
<td>Branded course snow-fencing</td>
<td>7,500+ participants</td>
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<tr>
<td>Branded course wind flags</td>
<td>7,500+ participants</td>
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<tr>
<td>Logo featured on branded stage banners</td>
<td>10,000 on race day</td>
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<tr>
<td>Verbal recognition in onsite announcements</td>
<td>10,000 on race day</td>
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<tr>
<td><strong>EMPLOYEE ENGAGEMENT</strong></td>
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<tr>
<td>Catered team gathering area in race village</td>
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<tr>
<td>Guest appearance by Moffitt researcher at sponsor-hosted pre-event pep rally</td>
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<tr>
<td>Private visit to Moffitt research lab for up to ten (10) guests</td>
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<tr>
<td>VIP experience at Tampa Bay Buccaneers game (club level seats &amp; pre-game side-line passes)</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Delivery of race packets to company</td>
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<tr>
<td>Complimentary race day parking</td>
<td>10</td>
<td>8</td>
<td>5</td>
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<td>Complimentary registrations valued at $50 each</td>
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<td>30</td>
<td>24</td>
<td>10</td>
<td>8</td>
<td>5</td>
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<tr>
<td>Invitation to Moffitt-hosted Post Race VIP Party</td>
<td>10</td>
<td>8</td>
<td>5</td>
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<tr>
<td>Invitation to Moffitt-hosted 2020 Kick-Off Party</td>
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<tr>
<td>Moffitt Foundation support liaison</td>
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<tr>
<td>Annual impact report</td>
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<tr>
<td>Invitation to Moffitt-hosted Spring Family &amp; Friends Day</td>
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</table>

* Final value will be equal to or higher than the estimated numbers provided. Final numbers will be available when media negotiations are finalized.
To take part in this year’s race, please contact one of the following staff members at the Moffitt Foundation. We would be delighted to speak with you about these sponsorship options and all aspects of supporting Miles for Moffitt.

Allison Fonner  Allison.Fonner@Moffitt.org  |  813.745.4327
Kara Wagner    Kara.Wagner@Moffitt.org    |  813.745.1332
Maria Muller   Maria.Muller@Moffitt.org   |  813.745.4053
Miles for Moffitt  MilesforMoffitt@Moffitt.org  |  813.745.2006