

2023 Sponsorships

**Saving and Healing
Lives Together**



LETTER FROM THE CEO



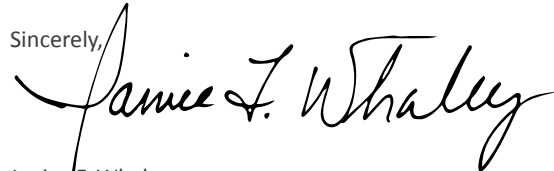
Dear Potential Sponsor,

Since 1987, Donor Network West has been working tirelessly to save and improve lives through the Gift of Life. As the federally designated 501(c)3 nonprofit, Donor Network West is one of the largest OPOs (organ procurement organization) in the United States.

Our mission to save and heal lives through organ, eye and tissue donation for transplantation and research is bigger than us alone -- it takes a dedicated community of passionate individuals and committed partners, like you, to bring our mission to life. Donor Network West partners with 175 hospitals, over 500 funeral homes, 44 coroners and medical examiners and countless doctors and nurse to connect the generous organ and tissue gifts from donors to the thousands of individuals waiting for a lifesaving transplant and a second chance at a full life.

With your help and support, our efforts can be amplified to reach the more than 13 million individuals in our service area. Across the United States, there are over 100,000 men, women and children on the organ transplant waitlist and the need continues to grow. A single donor can save up to eight lives through organ donation and heal as many as 75 lives through tissue donation. Similarly, you also have the power to effect change in the lives of others and together we can go further.

We invite you to take a moment to explore and review our sponsorship opportunities for 2023. There are many ways for you and your organization to get involved, show your support and join Donor Network West in our efforts to fulfill our lifesaving mission. On behalf of the more than 300 employees at Donor Network West, we thank you for your consideration and continued support. We look forward to working with you soon!

Sincerely,


Janice F. Whaley
President and CEO
Donor Network West

ABOUT DONOR NETWORK WEST

Donor Network West is a federally designated nonprofit, 501(c)3, organ procurement organization (OPO). Established in 1987, we serve more than 13 million people and connect a donor's gift to those in need in 45 counties in northern California and northern Nevada.

Organ, eye, and tissue donation offers the hope to heal. The generous decisions of donors and their families allow us to recover and allocate organs and tissues for transplantation and research. We are able to carry out our mission of saving and healing lives thanks to our partnership with 175 hospitals, doctors, nurses, more than 500 funeral homes and 44 coroners and medical examiners.

In 2021, Donor Network West provided its services to 390 organ donors and 2,302 tissue donors, resulting in 1,156 organs transplanted. We also recovered 4,766 samples to help save and heal future lives through the advancement of medical research.



OUR MISSION

Donor Network West saves and heals lives through organ and tissue donation for transplantation and research.

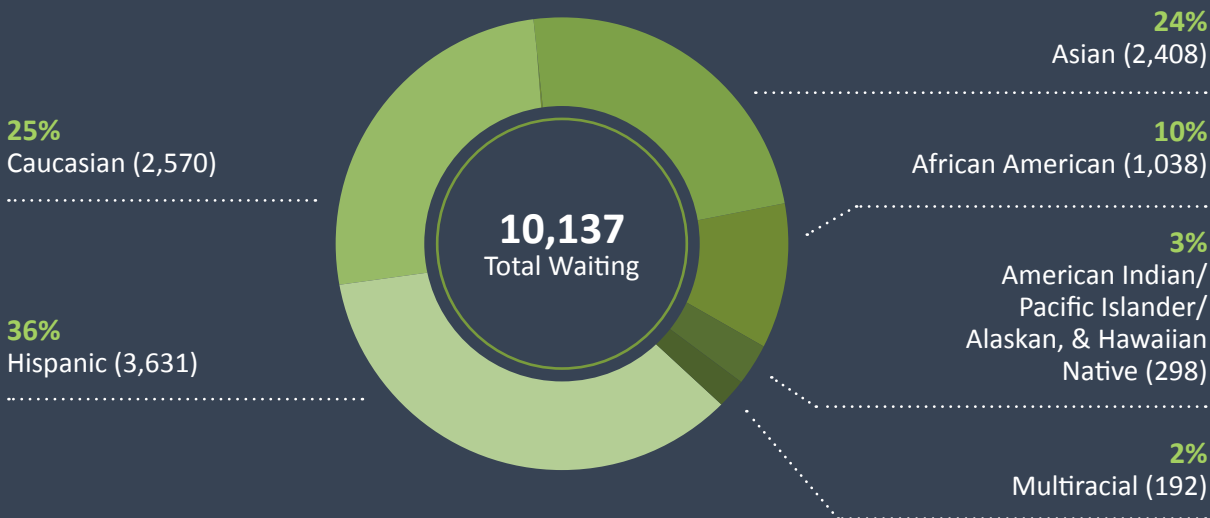


Donation Service Area

- 13.3 MILLION PEOPLE SERVED
- 53% REGISTERED DONORS
- 120K SQUARE MILES
- 175 HOSPITALS
- 44 CORONERS & MEDICAL EXAMINERS
- 500+ FUNERAL HOMES
- 5 TRANSPLANT CENTERS
- 61K+ REFERRAL CALLS



Transplant Waitlist by Ethnicity*



**Based on Organ Procurement and Transplantation Network data as of March 2020. The data reported here have been supplied by the United Network for Organ Sharing as the contractor for the OPTN. The interpretation and reporting of these data are the responsibility of the author(s) and in no way should be seen as an official policy of or interpretation by the OPTN or the U.S. Government.*

DONOR NETWORK WEST SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Donor Family Ceremonies Sponsor

Each year, Donor Network West hosts a private event to honor the previous year's organ, eye and tissue donors. The Donor Family Ceremonies are held each Spring in Pleasanton and Fresno, CA and Reno, NV. These special receptions provide donor families the opportunity to meet and join with other donor families and celebrate the lives of their loved ones. These annual events are especially important to us, as it is a privilege for us to be able to honor the generous donors and their families.

Donor Network West Annual Fundraisers

California - Donate Life Run/Walk

Now in its 13th year, the Donate Life Run/Walk has become a fan favorite. This event is hosted every September and brings together donor families, transplant recipients and our partners to raise awareness about our lifesaving mission and work. This fun celebration is our biggest fundraising effort of the year! Save the date for Saturday, September 9, 2023.

Nevada - Spare A Life Bowling Fundraiser

Get ready to roll with Donor Network West! Join us as we team up to raise awareness about organ, eye and tissue donation in northern Nevada. This annual fundraiser is now in its second year and provides our partners with opportunities to support our mission and join us in honoring the donors and their families in Nevada. Proceeds from this fundraiser benefit our education and outreach efforts to reach new communities to learn more about our work and inspire more individuals to say "yes" to organ donation. Visit www.SpareALifeNV.org to learn more.

Team CalNev Transplant Games of America Sponsor

The Transplant Games of America are a biennial summer Olympic-style competition that highlights transplant success and the importance of organ, eye and tissue donation. This multi-sport event gives recipients, living donors and donor families from across the United States to join as a community and compete for gold, silver and bronze medals. Your charitable gift provides financial assistance for team uniforms, team meals, and travel scholarships for donor families and transplant recipient athletes with financial need.

Rose Parade

Each year the Donate Life Rose Parade® Float honors deceased donors as floragraph honorees as it makes its five-mile journey down Colorado Boulevard on New Year's Day. The float also feature living donors as walkers and recipients as riders. The Donate Life float's participants represent millions of people touched by organ, eye and tissue donation. As participants, they become family members of the most inspiring float in one of the most-watched events in the world. An estimated 700,000 parade spectators, 45.5 million U.S. television viewers and 28 million international viewers saw last year's Donate Life float. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants.



Donor Network West Sponsorship Opportunities At-A-Glance (cont'd)

High School Holiday Card Art Contest

Each year, Donor Network West hosts a holiday card art contest for high school students across northern California and northern Nevada to raise awareness about organ, eye and tissue donation during the holidays and to inspire more people to register to become organ donors.

Sponsorship \$2,000

- Opportunity for company representative to present awards to art contest winners
- Logo included on all holiday card art contest materials
- Mention on DNWest social media channels

Comfort Blanket Program

Donor Network West created the Donor Family Comfort Blanket Program for organ and tissue donor families to keep them warm and comforted during their hospital stay. Families can be in hospitals ranging from a few days to weeks with their loved one. The blankets are used by the families themselves or laid over their loved one. The families take the blankets home for continued comfort and to remember the lifesaving gift their loved one gave to others through donation.

Sponsorship \$10,000

- Company logo co-branded on each blanket
- Logo included on DNWest program website listed as “Sponsored by”
- Mention on DNWest social media channels

Comfort Kit Program

Donor Network West created the Donor Family Comfort Kit Program to provide care and support to families who are at their loved one’s bedside. Families can be in hospitals ranging from a few days to weeks with their loved one. The program allows our staff to provide these families with everyday items to help make their stay at the hospital more comfortable.

Each comfort kit includes the following items:

- Toothbrush
- Tissue Pack
- Deodorant
- Comb
- Pen
- Toothpaste
- Lip Balm
- Lotion
- Hair Tie
- Notepad (3” x 5”)

Sponsorship \$10,000

- Company logo co-branded on each comfort kit bag and kit items
- Logo included on DNWest program website listed as “Sponsored by”
- Mention on DNWest social media channels

New Partnerships Also Available

Looking for an opportunity to support Donor Network West in a different way? We are open to working with our community partners to create unique and customized sponsorships that fit your specific need. Feel free to reach out to Stephanie Torralva at sttorralva@dnwest.org or [925.536.9348](tel:925.536.9348) to schedule a time to discuss your idea.



DONOR FAMILY CEREMONY SPONSOR

Each year, Donor Network West hosts a private event to honor the previous year’s organ, eye and tissue donors. The Donor Family Ceremonies are held each Spring in Pleasanton and Fresno, CA and Reno, NV. These special receptions provide donor families the opportunity to meet and join with other donor families and celebrate the lives of their loved ones. These annual events are especially important to us, as it is a privilege for us to be able to honor the generous donors and their families. Below are the dates and locations for our 2023 Donor Family Ceremonies:



- Sat., April 29, 2023 – Pleasanton, CA
- Sat., May 13, 2023 – Reno, NV
- Sat., May 20, 2023 – Fresno, CA

SPONSORSHIP PACKAGES

<p>PRESENTING SPONSOR \$40,000</p>	<p>LUNCH SPONSOR \$15,000</p>	<p>MEMORY BOOK SPONSOR \$8,000</p>
<ul style="list-style-type: none"> ■ EXCLUSIVE HOST DONOR FAMILY CEREMONY AT A LOCATION OF YOUR CHOICE ■ COMPANY NAME INCLUDED AS “SPONSORED BY” ON ALL EVENT MATERIALS ■ 2-3 MINUTE VIDEO MESSAGE TO ATTENDEES AT EVENT ■ LOGO RECOGNITION DURING EVENT SLIDESHOW ■ ONE TABLE OF 10 FOR COMPANY GUESTS TO ATTEND ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) 	<ul style="list-style-type: none"> ■ HOST LUNCH BUFFET FOR ATTENDEES ■ COMPANY NAME INCLUDED AS “SPONSORED BY” ON ALL EVENT MATERIALS ■ LOGO RECOGNITION DURING EVENT SLIDESHOW ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) 	<ul style="list-style-type: none"> ■ PROMINENT LOGO RECOGNITION IN MEMORY BOOK ■ VERBAL ACKNOWLEDGEMENT DURING PROGRAM ■ FULL PAGE AD OR LETTER TO EVENT ATTENDEES IN PRINTED MEMORY BOOK ■ LOGO RECOGNITION DURING EVENT SLIDESHOW ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest)
<p>MEDAL SPONSOR \$5,000</p>	<p>LIVE MUSIC SPONSOR \$2,500</p>	<p>TRANSLATOR SPONSOR \$1,500</p>
<p>EVERY DONOR FAMILY RECEIVES A GIFT OF LIFE DONOR MEDAL TO COMMEMORATE THEIR LOVED ONE AND THEIR HEROIC ACT. THESE MEDALS ARE PRESENTED TO DONOR FAMILIES AS A SYMBOL THAT THEIR LOVED ONE’S SELFLESS DECISION TO GIVE TO OTHERS WILL NEVER BE FORGOTTEN.</p> <ul style="list-style-type: none"> ■ LOGO RECOGNITION ON BOX FOR DONOR MEDAL FOR ALL 2023 DONOR FAMILIES ■ PROMINENT LOGO RECOGNITION IN MEMORY BOOK ■ VERBAL ACKNOWLEDGEMENT DURING PROGRAM 	<p>HELP PROVIDE LIVE MUSIC AT THE DONOR FAMILY CEREMONIES. THIS EXTRA TOUCH HELPS TO CREATE A WARM, HEARTFELT AND MEMORABLE EXPERIENCE FOR ALL DONOR FAMILIES.</p> <ul style="list-style-type: none"> ■ VERBAL ACKNOWLEDGEMENT DURING PROGRAM ■ LOGO RECOGNITION DURING EVENT SLIDESHOW ■ LOGO RECOGNITION IN MEMORY BOOK ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) 	<p>TRANSLATORS ARE ALWAYS PROVIDED FOR EVERY DONOR FAMILY CEREMONY TO CATER TO FAMILIES AND THEIR GUESTS WHO MAY NEED THIS SERVICE. YOUR SUPPORT WILL HELP DONOR NETWORK WEST PROVIDE THIS SERVICE TO OUR GUESTS.</p> <ul style="list-style-type: none"> ■ VERBAL ACKNOWLEDGEMENT DURING PROGRAM ■ LOGO RECOGNITION DURING EVENT SLIDESHOW ■ LOGO RECOGNITION IN MEMORY BOOK

DONATE LIFE RUN/WALK SPONSORSHIP OPPORTUNITIES



Now in its 13th year, the Donate Life Run/Walk has become a fan favorite. This event is hosted every September and brings together donor families, transplant recipients and our partners to raise awareness about our lifesaving mission and work. This fun celebration is our biggest fundraising effort of the year! Save the date for **Saturday, September 9, 2023**. Learn more at 5k.dnwest.org.

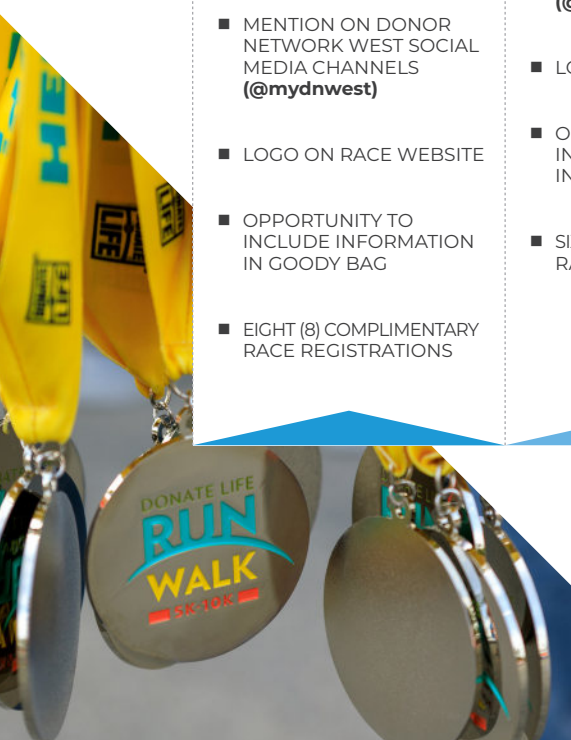
PAST DONATE LIFE RUN/WALK STATS

- **500+** Participants
- **7,000+** Click-throughs from event site to sponsors' websites
- **\$250,000+** Raised to support educational programs at local high schools, faith organizations, health clinics and DMV offices to promote organ and tissue donation



SPONSORSHIP PACKAGES

PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
<ul style="list-style-type: none"> ■ OPPORTUNITY TO SPEAK AT EVENT ■ ONE (1) COMPLIMENTARY BOOTH AT RACE DAY EXPO ■ ACKNOWLEDGEMENT ON RACE DAY ■ LOGO ON BACK OF RACE T-SHIRT ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) ■ LOGO ON RACE WEBSITE ■ OPPORTUNITY TO INCLUDE INFORMATION IN GOODY BAG ■ EIGHT (8) COMPLIMENTARY RACE REGISTRATIONS 	<ul style="list-style-type: none"> ■ ONE (1) COMPLIMENTARY BOOTH AT RACE DAY EXPO ■ ACKNOWLEDGEMENT ON RACE DAY ■ LOGO ON BACK OF RACE T-SHIRT ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) ■ LOGO ON RACE WEBSITE ■ OPPORTUNITY TO INCLUDE INFORMATION IN GOODY BAG ■ SIX (6) COMPLIMENTARY RACE REGISTRATIONS 	<ul style="list-style-type: none"> ■ LOGO ON BACK OF RACE T-SHIRT ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) ■ OPPORTUNITY TO INCLUDE INFORMATION IN GOODY BAG ■ FOUR (4) COMPLIMENTARY RACE REGISTRATIONS 	<ul style="list-style-type: none"> ■ LOGO ON RACE WEBSITE ■ OPPORTUNITY TO INCLUDE INFORMATION IN GOODY BAG ■ TWO (2) COMPLIMENTARY RACE REGISTRATIONS



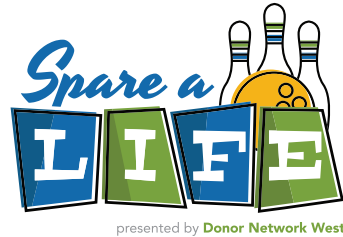
Additional Sponsorship Options Available

<p>MEMORIAL MILE SPONSOR \$2,000</p> <ul style="list-style-type: none"> • Logo on race map • 2 balloon pillars with company logo • Logo/link to website on race website, emails and social media channels • 2 complimentary race registrations 	<p>PHOTO BOOTH SPONSOR \$1,000</p> <ul style="list-style-type: none"> • Sponsor logo on all race photos • Logo/link to website on race website, emails and social media channels • 2 complimentary race registrations 	<p>KIDS' CAPE SPONSOR \$1,000</p> <ul style="list-style-type: none"> • Sponsor logo on kids' capes • Logo-/link to website on race website, emails and social media channels • 2 complimentary race registrations 	<p>EVENT BOOTH \$500</p> <p>Get your organization, product and information out there. Reserve your 10'x10' booth at the race day expo.</p> 
<p>FIRST AID STATION SPONSOR \$500</p> <ul style="list-style-type: none"> • Logo/link to website on race website, emails and social media channels • 1 complimentary race registration 	<p>WATER STATION SPONSOR \$500</p> <ul style="list-style-type: none"> • Logo/link to website on race website, emails and social media channels • 1 complimentary race registration 	<p>MEMORIAL SIGN \$25</p> <p>Dedicate a sign to your loved one who has given the gift of life or share a message of hope and support to those waiting. Each sign will be placed along the race course.</p> 	<p>IN-KIND DONATION</p> <p>Show your support by donating product samples to be distributed to event participants</p> <ul style="list-style-type: none"> • Includes 1 social media recognition 



SPARE-A-LIFE SPONSORSHIP OPPORTUNITIES

Get ready to roll with Donor Network West! Join us as we team up to raise awareness about organ, eye and tissue donation in northern Nevada. This annual fundraiser is now in its second year and provides our partners with opportunities to support our mission and join us in honoring the donors and their families in Nevada. Proceeds from this fundraiser benefit our education and outreach efforts to reach new communities to learn more about our work and inspire more individuals to say “yes” to organ donation. Visit www.SpareALifeNV.org to learn more. We hope to see you on October 12, 2023 at the National Bowling Stadium in Reno, NV!



presented by Donor Network West

SPONSORSHIP PACKAGES

KING PIN \$5,000	IT'S A STRIKE \$2,500	MATCH \$1,000	TURKEY \$500
<p>ALL THE BENEFITS OF "IT'S A STRIKE" SPONSOR, + PLUS</p> <ul style="list-style-type: none"> ■ RECOGNITION ON ALL EVENT MATERIAL AS PRESENTING SPONSOR ■ COMPANY LOGO ON EVENT GIVEAWAY ■ VIDEO BOARD PROMO AT EVENT ■ FOUR (4) BOWLING TEAMS OF FOUR 	<p>ALL THE BENEFITS OF "MATCH" SPONSOR, + PLUS</p> <ul style="list-style-type: none"> ■ COMPANY BANNER DISPLAYED AT EVENT ■ THREE (3) BOWLING TEAMS OF FOUR 	<p>ALL THE BENEFITS OF "TURKEY" SPONSOR, + PLUS</p> <ul style="list-style-type: none"> ■ COMPANY LOGO RECOGNITION ON EVENT WEBSITE ■ COMPANY LOGO ON DAY OF EVENT SIGNAGE ■ TWO (2) BOWLING TEAMS OF FOUR 	<ul style="list-style-type: none"> ■ COMPANY LOGO RECOGNITION ON SOCIAL MEDIA ■ OPPORTUNITY TO PROVIDE ITEMS FOR GOODIE BAG ■ BOOTH AT THE EVENT ■ ONE (1) BOWLING TEAM OF FOUR





TEAM CALNEV TRANSPLANT GAMES *of* AMERICA SPONSOR

The Transplant Games of America are a biennial summer Olympic-style competition that highlights transplant success and the importance of organ, eye and tissue donation. This multi-sport event gives recipients, living donors and donor families from across the United States to join as a community and compete for gold, silver and bronze medals. Your charitable gift provides financial assistance for team uniforms, team meals, and travel scholarships for donor families and transplant recipient athletes with financial need. **In 2022, Team CalNeV traveled to San Diego and was one of the top ranking teams for gold medals!**



- Honor the lasting legacy of donors who gave the ultimate gift of life
- Highlight the importance of organ, eye and tissue donation and celebrate the success of transplantation

Participating teams are responsible for all costs related to attending the Transplant Games, including registration, travel, hotel, and meals. Your charitable contribution will help defray the costs for Team CalNeV athletes and guests.

SPONSORSHIP PACKAGES

WELCOME or FAREWELL DINNER SPONSOR (2 available) \$7,500	TEAM T-SHIRT SPONSOR \$5,000	SPONSOR A COMPETITOR \$3,500	OFFICIAL TEAM CALNEV UNIFORM SPONSOR (per team sport uniform) \$2,500
<ul style="list-style-type: none"> ■ EXCLUSIVE HOST OF THE WELCOME OR FAREWELL DINNER ■ LOGO RECOGNITION ON TEAM CALNEV WEBSITE ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) 	<ul style="list-style-type: none"> ■ PROVIDES TEAM T-SHIRTS FOR ALL COMPETITORS WITH TEAM & CORPORATE LOGO ■ EXCLUSIVE SPONSORSHIP OPPORTUNITY ■ LOGO RECOGNITION ON TEAM CALNEV WEBSITE ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) 	<ul style="list-style-type: none"> ■ SPONSOR THE AIRFARE, HOTEL AND MEALS FOR ONE (1) TEAM CALNEV COMPETITOR OF YOUR CHOICE ■ LOGO RECOGNITION ON TEAM CALNEV WEBSITE ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest) 	<ul style="list-style-type: none"> ■ EXCLUSIVE SPONSOR OF AN INDIVIDUAL TEAM SPORT UNIFORM (SPORTS INCLUDE BASKETBALL, PICKLEBALL, VOLLEYBALL, SWIMMING, TENNIS, GOLF, ETC.) ■ LOGO RECOGNITION ON TEAM CALNEV WEBSITE ■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest)

Additional Sponsorship Opportunity

OFFICIAL TRAVEL SPONSOR: This opportunity is available for airline partners in exchange for the cost of airline travel for all the CalNeV Team athletes.

ROSE PARADE SPONSORSHIP OPPORTUNITIES

On New Year's Day, the Donate Life community participates in America's New Year Celebration, seen by over 45 million television viewers nationwide and over 28 million viewers internationally, with news coverage inspired by the deeply meaningful purpose of our parade participants. This participation includes the following:

- The sharing of real stories of organ, eye and tissue donors and recipients on a world stage
- Sponsorship of float participants including 18 float riders, 44 donor floragraph honorees, and 8 walkers
- Promotion of your organization nationwide and your participant stories
- More than 40 donor floragraph finishing events held across the nation rally communities to remember and honor donors and their living legacies

GOALS

- Increase new donor registrations
- Inspire organ, eye, and tissue donor participation
- Enhance local, regional, and national coverage of float participants

VALUE TO SPONSORS

- National recognition of donor and recipient stories to celebrate and promote the Donate Life mission

SPONSORSHIP PACKAGES

PARTICIPANT PACKAGE (RIDER/WALKER OR FLORAGRAPH HONOREE) \$10,000	+	THE FOLLOWING IS INCLUDED WITH THE PACKAGE:
<ul style="list-style-type: none">■ ONE (1) PARADE PARTICIPANT (RIDER/WALKER OR FLORAGRAPH HONOREE)■ ONE (1) HOTEL ROOM■ FOUR (4) PARADE TICKETS■ FOUR (4) NEW YEAR'S EVE CELEBRATION TICKETS■ FOUR (4) RIDER/WALKER DINNER TICKETS OR FLORAGRAPH BRUNCH TICKETS■ FOUR (4) FLOAT JUDGING SLOTS■ MERCHANDISE BAG		<ul style="list-style-type: none">■ LIMITED LICENSE TO USE EVENT LOGO, IMAGES AND/OR TRADEMARKS FOR THE SPONSOR'S PROMOTION OF PARTICIPATION■ COMPANY MENTION IN PRESS RELEASES■ COMPANY NAME IN OFFICIAL 2023 CAMPAIGN YEARBOOK GIVEN TO ALL PARTICIPANTS, SPONSORS AND PARTNERS■ MENTION ON DONOR NETWORK WEST SOCIAL MEDIA CHANNELS (@mydnwest)



DIGITAL WALL OF HOPE KIOSK

\$6,500 EACH

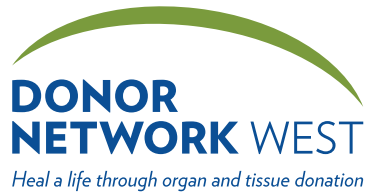
Help Donor Network West reach new demographics, age groups and communities with our digital learning kiosk. This interactive, touch-screen kiosk will allow users to learn about organ donation at their own pace and in a fun way. Your corporate support will give your organization the opportunity to align with Donor Network West. With your support, your logo will be placed prominently on the front of the home screen.


Partner with us today!

Dimensions:

- 23" Width
- 68" Height
- 3.8" Depth
- 107 lbs.





 For more information on our 2023 sponsorship opportunities, contact **Stephanie Torralva**:
✉ storralva@dnwest.org or ☎ 925.536.9348

Thank You

Tax ID#: 94-3062436

Donor Network West saves and heals lives by facilitating organ and tissue recovery for transplantation and research. Federally designated to serve 45 counties in northern California and northern Nevada, Donor Network West partners with the Department of Motor Vehicles and the state-authorized donor registries. The organization was established in 1987, and is an official Donate Life organization accredited by the Association of Organ Procurement Organizations (AOPO) and the American Association of Tissue Banks (AATB).