2021
FUNDRAISING
& EVENTS

HUDSONALPHA
FOUNDATION

Sponsorship Opportunities

hudsonalphafoundation.org

10 YEARS

DOUBLE HELIX DASH 5K and 1-Mile Twilight Run

TUESDAY, APRIL 6, 2021

Partner with the HudsonAlpha Foundation for its 10th Annual Double Helix Dash 5K and 1-mile race. The event will be held on Tuesday, April 6, 2021, winding through the double helix path on the HudsonAlpha campus in Huntsville, Alabama. The dash brings together more than 800 runners, walkers, community members and supporters.

Two out of 100 children are born with an intellectual or physical disability or delay. Their families spend years seeking answers. All proceeds benefit HudsonAlpha's childhood genomics program, which seeks to end the diagnostic odyssey for these families. Join us and help make a meaningful difference in the health and lives of children and families.

LEVELS OF SPONSORSHIP

Breakthrough Sponsor – $5,000

- Logo on race website
- Logo on race t-shirt*
- Event day signage
- Promotional space in start/finish area on race day
- Mile marker signage
- Ten complimentary race entries for employees or clients
- Inclusion of promotional flyer or product in giveaway bag

Discovery Sponsor – $2,500

- Logo on race website
- Logo on race t-shirt*
- Event day signage
- Promotional space in start/finish area on race day
- Six complimentary race entries for employees or clients
- Inclusion of promotional flyer or product in giveaway bag

Research Sponsor – $1,000

- Logo on race website
- Logo on race t-shirt*
- Event day signage
- Four complimentary race entries for employees or clients
- Inclusion of promotional flyer or product in giveaway bag

Friend Sponsor – $500

- Logo on race website
- Event day signage

***Sponsorship deadline March 8, 2021**

For more information, please contact

Anna Kirkpatrick 256.327.0482 or akirkpatrick@hudsonalpha.org

HudsonAlpha Foundation 601 Genome Way Huntsville, AL 35806

HUDSONALPHA INSTITUTE
429
DOUBLE HELIX DASH

613

KEEP CALM
Double Helix
36
259

DOUBLE HELIX DASH
425
303
18
305
604

269

DOUBLE HELIX DASH
Double Helix Dash
100
76

453

HUDSONALPHA
INSTITUTE FOR BIOTECHNOLOGY

APRIL 22, 2021
JACKSON CENTER

Spring Benefit

PLANT SCIENCE AND SUSTAINABLE AGRICULTURE

SPONSORSHIP OPPORTUNITIES

At the 2021 Spring Benefit, HudsonAlpha will share how the Center for Plant Genomics and Sustainable Agriculture is using genomic science to address agricultural challenges and find solutions that benefit Alabama's farmers and growers. Key scientists will discuss how HudsonAlpha and Alabama's land grant universities are working together to accelerate discoveries in crops and develop new scientific methods that change the way we grow and use plants in agriculture, forestry and other plant applications.

Please consider joining forces with HudsonAlpha at this important Spring Benefit and become a sponsor. Proceeds will benefit HudsonAlpha's Center for Plant Science and Sustainable Agriculture.

Principal Sponsor $40,000

- Two premium tables for eight plus seating with Dr. Richard Myers, HudsonAlpha president and science director, M. A. Loya Chair in Genomics
- Pre-reception with HudsonAlpha leadership
- Name and logo prominently listed on event signage and a full page in the digital presentation
- Ten reservations for the Fall 2021 Biotech 101 seminar series

Genome Sponsor $25,000

- Two premium tables for eight plus seating with a HudsonAlpha scientist
- Pre-reception with HudsonAlpha leadership
- Name and logo prominently listed on event signage and a full page in the digital presentation
- Eight reservations for the Fall 2021 Biotech 101 seminar series

Discovery Sponsor $15,000

- Two premium tables for eight plus seating with a HudsonAlpha scientist
- Pre-reception with HudsonAlpha leadership
- Name and logo listed on event signage and a half page in the digital presentation
- Six reservations for the Fall 2021 Biotech 101 seminar series

DNA Sponsor $10,000

- One premium table for eight plus seating with a HudsonAlpha scientist
- Pre-reception with HudsonAlpha leadership
- Name and logo listed on event signage and a half page in the digital presentation
- Four reservations for the Fall 2021 Biotech 101 seminar series

Premier Sponsor $5,000

- Table for eight marked with sponsor's name
- Name and logo listed in the digital presentation
- Two reservations for the Fall 2021 Biotech 101 seminar series

Friend of the Institute Sponsor $2,500

- Table for eight marked with sponsor's name
- Name and logo listed in the digital presentation

Note: All sponsorship levels include recognition on the Society of Giving wall in the HudsonAlpha Atrium.

For more information, please contact
Elizabeth Herrin, Director of External Relations 256.327.0442 or eherrin@hudsonalpha.org
HudsonAlpha Foundation 601 Genome Way Huntsville, AL 35806

Tie the Ribbons

November 2021

LET'S BEAT BREAST & OVARIAN CANCER

COVID-19 has changed the way we do many things. But it hasn't stopped cancer. Throughout the pandemic, people in our community have been bravely battling breast and ovarian cancers. Their diagnoses and treatments have elevated their risk of COVID-19 during the current health crisis and many times they had to endure the experience without loved ones by their side. Now more than ever, the world is keenly aware of the importance of science and research - not just for COVID-19 but also for diseases like breast and ovarian cancers. We must continue to find new discoveries that provide a brighter future for our mothers, wives, sisters and daughters.

HudsonAlpha's researchers are committed to the goal of using genomic science and state-of-the-art technology to find new breakthroughs in breast and ovarian cancers. Through collaborations with scientists around the nation, this team is working to find biomarkers that lead to earlier, more accurate diagnoses and new pathways for more effective and targeted treatments. Each day, we strive to find new breakthroughs that will bring health, healing and hope for our loved ones.

In addition, HudsonAlpha collaborates with Kailos Genetics to offer the Information is Power initiative, which is a community effort offering genetic cancer risk testing for residents in North Alabama. Information is Power is an important personal health tool that gives people the power to make decisions about their health.

Presenting Sponsor $10,000

- Two tables for eight guests marked with sponsor logo
- Logo included on the invitation and save the date
- Logo prominently featured at Presenting Sponsor level at the event
- Logo included in event program
- Company name and logo prominently listed on HudsonAlpha Foundation website
- Thanked publically at the event
- Premium social media recognition
- Recognition in advertisements dedicated to the 2021 Tie the Ribbons Luncheon (i.e. tv, web, print, radio)

Breakthrough Sponsor $7,500

- Two tables for eight guests marked with sponsor logo
- Logo featured at Breakthrough Sponsor level at the event
- Logo included in event program
- Company name and logo prominently listed on HudsonAlpha Foundation website
- Thanked publically at the event
- Prominent social media recognition
- Recognition in advertisements dedicated to the 2021 Tie the Ribbons Luncheon (i.e. tv, web, print, radio)

Impact Sponsor $5,000

- One table for eight guests marked with sponsor logo
- Logo featured at Impact Sponsor level at the event
- Logo included in event program
- Company name listed on HudsonAlpha Foundation website
- Thanked publically at the event
- Prominent social media recognition
- Recognition in advertisements dedicated to the 2021 Tie the Ribbons Luncheon (i.e. tv, web, print, radio)

Gold Sponsor $2,500

- One table for eight guests marked with sponsor logo
- Logo listed at Gold Sponsor level at the event
- Logo included in event program
- Company name listed on HudsonAlpha Foundation website
- Social media recognition

Pink and Teal Sponsor $1,000

- One table for eight guests marked with sponsor logo
- Logo listed at Pink and Teal Sponsor level at the event
- Logo included in event program
- Company name listed on HudsonAlpha Foundation website
- Social media recognition

For more information, please contact

Elizabeth Herrin, Director of External Relations 256.327.0442 or eherrin@hudsonalpha.org

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Tie the
Ribbons

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