

Bend Your Knees Foundation

"A Non-profit corporation established to raise awareness against Children's
Brain Tumor Cancer"



Collins Dixon
1999 - 2012

Spring/ Summer 2021

Bend Your Knees was founded in loving memory of Collins Dixon, who at the age of 12 impacted this community and beyond with his strength and courage while battling an aggressive brain tumor for over 10 months. Collins never gave up on his faith in God and believed that he would be healed. Collins was a Warrior and refused to accept any limitations cancer put on him by going to school throughout chemo and radiation treatments. Collins lived his life fully with hope. He wanted to make a difference in the lives of others by "giving back". The mission of Bend Your Knees is to continue Collins' mission of "giving back".

Collins' brother "Sonny" has been instrumental in carrying on this mission to help these children and families by serving on our board, collecting donations, gift cards and doing whatever it took to raise awareness and honor his little brother and the children we support. All while coping with his own loss of Collins. On March 10th Sonny left this world much too soon to be with the Lord. Words cannot express our grief in losing Sonny. That is why we are expanding our mission to include awareness of those like Sonny coping with the loss of a dear loved one or hurting in such a way.

Each year, for the past nine years, friends and family have come together each July to celebrate Collins birthday and life during Collins 5K. This year, we will be holding a dual virtual/ in-person 5K between on July 24th; however, this year is a bit more special as it is the last year that the BYK foundation hosts a 5K run. This is a meaningful community event and a great way to raise awareness of childhood brain cancer along with raising money to support families that are facing the battle and journey of a child with a cancerous brain tumor. Funds raised will be used to raise awareness of pediatric brain tumors, depression, addiction and grief support in loving memory of both Collins and Sonny.

Bend Your Knees, Inc. would like to invite you to support us with this incredible event. We are striving to continue our annual celebration of "giving back" in honor of Collins and Sonny, despite not being able to hold our usual in-person event. Please join Bend Your Knees in making a difference in the lives of these families.

With any event, sponsorship is key to the success of the event. We have various levels of sponsorship, detailed on the attached sheet; however, any monetary donation (which is tax-deductible) will be greatly appreciated. If you have any questions, please feel free to contact me at 404-271-1360, email BDixon@BendYourKnees.org

Sincerely,

Bob Dixon and Ronnie Chastain
President/CEO and Race Director
Bend Your Knees, Inc.

"May the work I have done speak for me"
BendYourKnees.org

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10th Annual Collins Dixon Bend Your Knees 5K July 24th, 2021

"May the work I have done, speak for me"



Collins Dixon Foundation –
Bend Your Knees, Inc. was founded in loving
memory of Collins Dixon.

Purpose is to raise awareness of brain tumors
in children the #1 cause of a cancerous death in
children and provide support to families of a
child with a brain tumor.

Your sponsorship enables us to raise awareness
through t-shirts, Collins' Scholarships, and
support of community events.

Through the funds we raised over the past 9
years we have been able to help several
families not only locally in Cherokee County,
but throughout the Southeast and beyond.

Note from a family we support:

*The assistance you have provided to our family
has been invaluable to us. There is no way to
describe just what it has meant to Joshua and
our family through the years.*



Bend Your Knees, Inc. is a Georgia 501c3 non-profit corporation.

Our Goal is to help others. Collins wanted to give back to others. His faith in God never wavered
no matter what the doctors told him.

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FOUNDATION NAME SPONSORSHIP BENEFITS - \$10,000 (ONE AVAILABLE)

- ◆ Foundation Sponsor for all Bend Your Knees events throughout the year
- ◆ Collins Dixon Bend Your Knees 5K presented by <Your Name>
- ◆ 15 Complimentary Race Shirts
- ◆ Race Bag Inserts (250-500 pieces)
- ◆ Company name and logo appears on BendYourKnees.org website
- ◆ Certificate of appreciation
- ◆ Logo on race shirt
- ◆ 15 Complimentary Race entries
- ◆ Company Name and Logo appear on race eblasts
- ◆ Emcee announcements at the event(s)

CORPORATE SPONSORSHIP BENEFITS - \$5,000

- ◆ Race bag insert (250-500 pieces)
- ◆ Company name and logo appear on race website
- ◆ Logo on race shirt (sized by level)
- ◆ Name on banners at start and finish areas (sized by level)
- ◆ 10 Complimentary race shirts
- ◆ Announcement of Sponsorship via Social Media
- ◆ Multiple email blasts to participants regarding your sponsorship.
- ◆ Emcee announcements at the event

BULLDOG SPONSORSHIP BENEFITS - \$2,500

- ◆ Race bag insert (250-500 pieces)
- ◆ Company name and logo appear on race website
- ◆ Logo on race shirt (sized by level)
- ◆ Name on banners at start and finish areas (sized by level)
- ◆ 5 complimentary race shirts
- ◆ Announcement of Sponsorship via Social Media
- ◆ Multiple emails to participants regarding your sponsorship.

WARRIOR SPONSORSHIP BENEFITS - \$1500

- ◆ Race bag insert (250 – 500 pieces)
- ◆ Logo appear on race website
- ◆ Logo on race shirt (sized by level)
- ◆ 2 complimentary race shirts
- ◆ Announcement of Sponsorship via Social Media and Multiple emails to participants regarding your sponsorship.

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BRAVE SPONSORSHIP BENEFITS - \$1000

- ◆ Race bag insert (250 - 500 pieces)
- ◆ Logo appear on race website
- ◆ Logo on race shirt (sized by level)
- ◆ 2 complimentary race shirts
- ◆ Announcement of Sponsorship via Social Media

Bend Your Knees, Inc.
10th Annual Collins Dixon Bend Your Knees
5K Run
July 24th, 2021
Sponsorship Contract

RED SPONSORSHIP BENEFITS - \$750

- ◆ Race bag insert (250 – 500 pieces)
- ◆ Logo appear on race website
- ◆ Company Name listed on race shirt (sized by level)
- ◆ 2 complimentary race shirts
- ◆ Announcement of Sponsorship via Social Media

BLACK SPONSORSHIP BENEFITS - \$500

- ◆ Race bag insert (250 – 500 pieces)
- ◆ Company Name listed on race shirt (sized by level)
- ◆ Announcement of Sponsorship via Social Media

Additional Sponsorships (Mentioned during race weekdays via social media)

Friend of Collins Sponsor \$100

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Organization: _____
Address: _____
City: _____ State: _____ Zip: _____ Sponsor Level: _____
Contact Name: _____
How did you hear about us? _____ Phone: _____
Email Address: _____

Note: To reflect your company logo on T-shirts and promotions send an EPS or JPEG file (black only) to BDixon@BendYourKnees.org or [rchastain1112@gmail.com](mailto:rchstain1112@gmail.com)

Contact Signature

Date

Bob Dixon
President, Bend Your Knees, Inc.
***Please return original to Bob Dixon at**

Date

Bend Your Knees, Inc.
160 Fowler Street Unit 206
Woodstock, Ga 30188
404-271-1360

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