2021 DONATE LIFE
Rose Parade® Experience

THE WORLD’S GREATEST DONATE LIFE CELEBRATION
CAMPAIGN SPONSORSHIP OPPORTUNITIES
THE OPPORTUNITY

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:

- Sharing real stories of organ, eye and tissue donors on a world stage
- Sponsoring participants including floragraph honorees, and Donation Healthcare Heroes
- Promoting your organization nationwide and your participant stories
- Engaging your communities to remember and honor donors and their living legacies with a floragraph finishing event

To learn more, visit us at DonateLifeFloat.org or send your questions to roseparade@onelegacy.org.

2021 UPDATE

The Tournament of Roses Association (ToR) announced, after thoughtful consideration of the restrictions and guidelines in place as a result of COVID-19, the postponement of the traditional 2021 Rose Parade. In lieu of the 2021 Rose Parade in its traditional format, the ToR will host a two-hour telecast of entertainment programming that will air on January 1, 2021, delivering the celebratory and hopeful experience that tens of millions across the nation will desire as they look to the future.

The Tournament of Roses Entertainment Special will air nationally during the traditional 8am to 10am Pacific Time slot on ABC, NBC, Univision, Hallmark Channel, RFD-TV and KTLA in Los Angeles.

The special will combine pre-produced content and footage from past Rose Parades with customized elements designed to appeal to each broadcaster’s special audience.
THIS YEAR’S DONATE LIFE ROSE PARADE CAMPAIGN

The Donate Life Rose Parade Experience is one of 10 exclusive broadcast partners invited to feature original content during the ToR’s entertainment special, allowing us to educate and inspire our communities nationwide. Our participation will consist of two minutes of air time; one minute to showcase the importance of organ, eye and tissue donation and the second minute to share the journey of donor families, living donors and recipients, as they travel to Pasadena to be a part of a televised event during the ToR’s Bloomfest floral celebration. Bloomfest is the ToR’s newly announced campaign that allows sponsors to create and display floral installations. The DLRP installation will incorporate florographs, accompanied by various elements honoring Donation Healthcare Heroes amid a field of dedicated roses.

The 2021 Donate Life Rose Parade (DLRP) campaign is inspired by the power of organ, eye and tissue donation. Once again, organ, eye and tissue donors will be honored in the form of florographs. New for this year are the amazing stories of brave Donation Healthcare Heroes who, in the midst of this pandemic, continue to risk their own health and wellbeing to ensure lives are saved and healed through organ, eye and tissue donation for transplantation.

WAYS TO PARTICIPATE

• Support acquisition of airtime during the Tournament of Roses’ national syndicated broadcast
• Donation Healthcare Hero sponsor
• Floragraph sponsor
• Dedicate roses

VALUE TO SPONSORS

• National recognition of donor stories to celebrate and promote the Donate Life mission
• Stronger relationships with audiences leading to higher donor registration rates
• An effective nationally supported campaign, spotlighting hundreds of life-changing stories

“The Donate Life Rose Parade experience was beautiful, touching, engaging and humbling; It was an amazing once in a lifetime experience to honor our son as well as all of the other donors and recipients past and present.”

- Eileen Gabrick
Donor Mother, LifeLink of Florida
MARKETING OBJECTIVES

• Encourage the public to register to be an organ, eye and tissue donor
• Celebrate stories of lives enhanced and saved
• Measure audience interactions with online analytics tools
• Highlight local stories to inform and encourage donor designation in surrounding communities
• Provide measurable engagement points for supporters

MEASURABLE RESULTS

• Be a part of a worldwide broadcast event
• Successful special events to introduce honorees
• Effective social media campaign with over 22 million social media impressions

2020 MEDIA

• Seven national press releases
• 56 on-site media interviews in Pasadena
• Over 3,000 media stories with over 1 billion media impressions
• Multicultural media approach maximizing honoree stories
• Over 200 stories across multiple languages
2020 COVERAGE ACROSS AMERICA

• An additional 1,500 national media stories about the Donate Life float across the nation, plus international media coverage around the globe.
• Over $23 million dollars in equivalent ad value for your honorees!
• Nearly $340,000 added value per honoree on the float.
2020 CAMPAIGN PARTICIPATION
Floragraph Package – $5,000*

This year’s floragraph honorees will be featured in the Tournament of Roses’ newly created Bloomfest, an official floral celebration in Pasadena, CA featuring original floral designs.

• 1 deceased donor honoree (floragraph)
• 10 dedicated roses
• Floragraph will be placed on floral installation featured in national Tournament of Roses’ broadcast
• Floragraph gallery displayed in Pasadena on January 1, 2021

*Basic package price for ONE participant

The following is included with the package:

• Limited license to use event logo, images and/or trademarks for the sponsor’s promotion of participation
• Organization logo on Donate Life Rose Parade website
• Organization mention on all press materials and social media
• Honorees highlighted in DLRP social media campaigns and on press materials distributed to the media
• Media support to help facilitate national interview opportunities for your honoree
• Honoree information on DLRP website
• Organization name in official 2021 campaign yearbook
• 5 yearbooks for each sponsorship

As part of this year’s experience, we would welcome the opportunity for your honoree and donor family to be sponsored and participate in the 2022 DLRP Float campaign. Participation in the 2022 DLRP float will require a new sponsorship commitment.
SPONSORSHIP OPPORTUNITIES  2021 DONATE LIFE Rose Parade® Experience

Donation Healthcare Hero Package – $5,000*

One time only for the 2021 campaign. Organ Procurement Organizations have the opportunity to honor front line medical personnel by sponsoring someone who has proven his or her dedication to the cause of organ, eye and tissue donation through the COVID-19 pandemic. This package can also honor transplant recipients who have navigated access to healthcare to receive a transplant during the COVID-19 pandemic. Names of the sponsored Donation Healthcare Heroes will be a part of the Bloomfest celebration.

• 1 Donation Healthcare Hero honoree
• 10 dedicated roses
• Highlight video sizzle reel recognizing Donation and Transplantation Heroes

*Basic package price for ONE participant

The following is included with the package:

• Limited license to use event logo, images and/or trademarks for the sponsor’s promotion of participation
• Organization logo on Donate Life Rose Parade website
• Organization mention on all press materials and social media
• Honorees highlighted in DLRP social media campaigns and on press materials distributed to the media
• Media support to help facilitate national interview opportunities for your honoree
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SPONSORSHIP OPPORTUNITIES

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Additional Sponsorship Opportunities

Donate Life Rose Parade National Broadcast Sponsor  $7,500
This year the Donate Life Rose Parade campaign has the opportunity to purchase airtime in the Tournament of Roses’ syndicated television program. Sponsors have the opportunity to contribute to a national syndicated ad highlighting the importance of organ, eye and tissue donation.

Sponsorship includes:

• National exposure of the Donate Life brand
• Organization acknowledged and logo featured on the following:
  Donate Life Rose Parade yearbook
  Donate Life Rose Parade website
• 5 yearbooks for each sponsorship

Yearbook Sponsor  $5,500
Sponsorship provides the opportunity to honor Donation Healthcare Heroes and floragraphs in a commemorative yearbook.

Sponsorship includes:

• Full page ad/recognition in official Donate Life Rose Parade® yearbook
• Company acknowledged and logo featured on the following:
  Donate Life Rose Parade yearbook
  Donate Life Rose Parade website
• 5 yearbooks for each sponsorship
THANK YOU TO ALL OF OUR 2020 SPONSORS

American Association of Tissue Banks
ARORA
AxoGen
Balboa Bay Resort Club
Bridge to Life
CareDX, Inc.
Cedars-Sinai Medical Center
Community Tissue Services
ConnectLife
CryoLife
Dignity Memorial Palm Mortuaries & Cemeteries, Las Vegas
Dignity Memorial Providers of Atlanta
Dignity Memorial Providers of Houston
Dignity Memorial Providers of New Jersey
Dignity Memorial Providers of Orlando
Dignity Memorial Providers of Sacramento
Donate Life America
Donate Life California
Donate Life South Carolina
Donate Life Texas
Donor Alliance
Donor Network of Arizona
Donor Network West
First Republic Bank
Genessy Management and Development
Gift of Life Donor Program
Gift of Life Michigan
Indiana Donor Network/
Donate Life Indiana
Iowa Donor Network
JJ's Legacy
Legacy Donor Services Foundation
Legacy of Hope
Life Alliance Organ Recovery Agency
LifeCenter Northwest
LifeGift
Lifeline of Ohio
LifeLink Foundation
LifeLink of Florida
LifeNet Health
LifeShare of Oklahoma
Lifesharing
LiveOnNY Foundation
LOPA
Medline Industries
Medtronic
Mid-America Transplant
Midwest Transplant Network
Nevada Donor Network
New England Donor Services
NJ Sharing Network
OneLegacy
OurLegacy
Pinnacle Transplant Technologies
Promethera Biosciences
Renal Support Network
RTI Donor Services
Ryan's Legacy
Sallop
Sharing Hope SC
Specialist Direct
Team Liberty
Tennessee Donor Services
Thermo Fisher Scientific
TRIO
UCLA Health
Zenith Insurance
# 2021 Donate Life Rose Parade® Commitment Form

<table>
<thead>
<tr>
<th>Price</th>
<th>Package</th>
<th>Quantity</th>
</tr>
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<tbody>
<tr>
<td>$5,000</td>
<td>Floragraph Participant Package</td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td>Donation Healthcare Hero Participant Package</td>
<td></td>
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</tbody>
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**Total Amount Due:**

Name of organization: ____________________________________________________

Contact name: __________________________________________________________

Title: ___________________________________________________________________

Address: ________________________________________________________________

Phone number: _____________________________ Fax: ________________________

Email address: ___________________________________________________________

Signature:  ______________________________________________________________

Date:  __________________________________________________________________

The Donate Life Rose Parade® Experience campaign is a program of the OneLegacy Foundation, a 501(c)3 non-profit organization, Tax ID #45-2936915. Donations are tax-deductible to the maximum extent allowed by the law. This commitment form may be emailed to roseparade@onelegacy.org or mailed to:

**CONTACT**

**Donate Life Rose Parade® Experience c/o OneLegacy Foundation**

Attention: Iva Cook

221 S. Figueroa St., STE. 500

Los Angeles, CA 90012

**General Inquiries email:** roseparade@onelegacy.org
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