



Dear Friend of the ROI:

On behalf of the Radiation Oncology Institute (ROI), I would like to personally invite you to join us as a sponsor of the **2018 Running Strong 5K Run for the Future to Benefit the ROI**, to be held in San Antonio, TX on Monday, October 22, 2018.

The ROI is a non-profit, 501(c)(3) foundation created in 2006 by ASTRO as a vehicle to support research and education efforts that enhance and confirm the critical role of radiation therapy in improving cancer treatment. ROI strategically funds research on new and existing radiation therapy treatments to identify links between best practices and improved outcomes, to evaluate the efficacy and cost-benefit of radiation therapy and to foster multi-institutional research in radiation oncology.

Last year, the event attracted close to 400 runners, and raised over \$61,000 for the ROI. As the host of the event, Radiation Business Solutions covers all of the costs of the 5K, so **100% of all proceeds from sponsorships and runner registrations benefit the ROI.**

I've attached descriptions of each of our five sponsorship levels for your consideration. At every level, your company will receive positive exposure and branding support for your tax-deductible donation, and you will also receive recognition as a donor on ROI materials.

In order to become a sponsor, please complete the attached Sponsorship Application and submit along with your payment **(checks must be made payable to the ROI)**. Mail to:

ROI 5K Coordinator  
Radiation Business Solutions  
1044 Jackson Felts Road  
Joelton, TN 37080

In order to prepare placement of our sponsors on our materials and promotional items, **all applications must be received by May 1, 2018.** Upon receipt of your application and payment, we will contact you to request your company logo. Logo artwork must be submitted by May 18, 2018.

Thank you for your consideration. If you have any questions about the event, please feel free to contact me as below.

My best,

Dan Moore  
CEO, Radiation Business Solutions  
[Dan@RadiationBusiness.com](mailto:Dan@RadiationBusiness.com)  
615.400.5456 cell