

Millie's Princess Foundation

Millie's Princess Run

2026 Sponsorship Opportunities



June 13, 2026

7:30 – 11:30 AM



Holbrook Farms

Lehi, UT 84043



1,000+ Runners, Families & Community Members



Annual Event Since 2012 · milliespf.org





The Story Behind the Run

Slide 2 of 11



"The grass is greener on our side, even with leukemia."



About Millie

Amelia “Millie” Flamm fought leukemia for half of her short and beautiful life — and never once let it define her.

She sang, danced, and twirled around her IV pole. She hid in closets to scare nurses. She crafted gifts for everyone around her and chose, every single day, to be happy.

Even in her darkest moments, Millie had a smile on her face and a colored pencil in her hand.



How It Began

Millie's Princess Run began when neighbors organized a 5K to support Millie and her family while she underwent a bone marrow transplant.

That first run was such a powerful act of community love that a foundation was born. Every year since, it has honored Millie's legacy by supporting two local children battling cancer.

The run has been held annually since 2012 — 14 years of hope, raised funds, and community rally.

— Amanda Flamm, Millie's Mom



Our Mission & Impact

Slide 3 of 11

Raising hope, funds, and awareness for families affected by Childhood Cancer.



14

Years of Annual
Impact



1,000+

Participants
Each Year



2

Children Supported
Every Run



28+

Families Given
Hope & Relief



Financial Relief for Families



Community Rallying & Hope



Awareness for Childhood
Cancer



Annual Tradition of Love



2026 Royalty — Who We're Running For

Slide 4 of 11

Every dollar raised goes directly to support these two remarkable children and their families.



Drew Jackson



Age 1½

Infantile High-Risk Leukemia

Diagnosed at just a few months old, Drew has faced chemotherapy, CAR T-cell therapy, multiple PICU stays, and a bone marrow transplant.

At one-and-a-half, she is still recovering — learning to walk, eat on her own again, and discover the world she spent so much of her young life too sick to see.

Every dollar raised goes directly to Drew's family to help cover the financial burden of treatment.



Jackson



Class of '26

Brain Cancer • Viewmont High

Jackson was living every senior's dream — varsity sports, mission papers, a dual diploma — when a cancerous brain tumor was discovered in January.

With extraordinary strength, he has faced chemo and daily radiation, and will still graduate with his class and attend BYU this fall.

Your support helps Jackson and his family focus on what matters most — his recovery and his future.

Your sponsorship directly funds financial relief for families like Drew's and Jackson's.



About the Event

Slide 5 of 11

Event Details

Date Saturday, June 13, 2026

Time 7:30 AM – 11:30 AM

Location Holbrook Farms Park (NEW!)

Address 2504 N Drexler Dr, Lehi UT 84043

Race 5K & 2K Options

Extras Carnival, Silent Auction, Activities

Event Atmosphere

 5K & 2K Fun Runs — Timed & Untimed

 Princess Theming & Costumes Encouraged

 Face Painting & Balloon Artists

 Ropes Course & Carnival Games

 Race Medals & Award Ceremony

 Silent Auction & Community Vendors

 DJ, Shout-Outs & Celebration Atmosphere



See It for Yourself — Past Events

Slide 6 of 11



Medal ceremony — Darth Vader style



All ages, all heroes welcome



Princesses dancing with the crowd



1,000+ participants fill the park



Joy, community, and costumes



The 501st Legion shows up every year



Why Sponsor Millie's Princess Run?

Slide 7 of 11



Reach 1,000+ People

Your brand reaches a highly engaged community of families, neighbors, and supporters — in person and across social media.



Align With a Cause That Matters

Childhood cancer affects 1 in 285 children. Stand with a 14-year legacy of real community impact — not a distant charity.



Visible, Targeted Brand Placement

Logo placement on banners, mile markers, event videos, the MPF website, and social posts before and after the event.



Local Utah Credibility

Connect meaningfully with the Utah County and greater Wasatch Front community in a trusted, beloved annual event.



Authentic Storytelling

Sponsors become part of real, named children's stories — Drew and Jackson — giving your giving program genuine narrative depth.



Tax-Deductible Contribution

Millie's Princess Foundation is a registered nonprofit. Sponsorships are tax-deductible to the extent provided by law.

Your investment is seen, felt, and remembered.



Sponsorship Tiers

Slide 8 of 11



Baron &
Baroness

\$500

- 2 race registrations + wristbands
- Logo on MPF website sponsor page
- DJ shout-out during event
- Social media post (before + after)



Viscount &
Viscountess

\$1,000

- 3 race registrations + wristbands
- Everything in Baron tier
- Logo at 1 mile marker
- Face Painting · Ropes Course



Earl &
Countess

\$3,000

- 4 race registrations + wristbands
- Everything in Viscount tier
- Logo in event video
- Logo on event banner
- 2 logo mile markers
- Race Timing · Silent Auction



Duke &
Duchess

\$5,000

- 5 race registrations + wristbands
- Everything in Earl tier
- 10x10 canopy space at event
- Item in runner packets
- 3 logo mile markers
- Race Medals · T-Shirts

All tiers include recognition in event program. · Quantities limited — reserve your tier today.



Premier & Legacy Partnership Tiers

Slide 9 of 11

For organizations seeking meaningful, visible, and lasting impact beyond our standard tiers.



Princess Tier

\$10,000

Presenting Sponsor · ONE Available



Everything in Duke/Duchess tier



Named co-presenting sponsor: Millie's Princess Run, presented by [Your Company]



Premier logo placement on ALL event materials, banners & video



Dedicated social media spotlight post (branded)



Speaking opportunity or video message at event



Year-round logo on MPF website homepage



Queen / Legacy Tier

Custom Pricing

Multi-Year & Strategic Partners · By Discussion



Everything in Princess tier



Multi-year partnership with locked naming rights



Named award: The [Company] Award for Courage



Collaborative storytelling content & co-branded assets



Direct connection to beneficiary families (with consent)



First-right-of-refusal for future events & programs

These tiers are designed for institutions, corporations, and healthcare organizations making childhood cancer a strategic priority.



Strategic Partnership Opportunities

Slide 10 of 11

Beyond sponsorship, we seek mission-aligned partners who share our dedication to Utah's children and families.



Healthcare & Cancer Research Institutions

e.g. Huntsman Cancer Institute, Primary Children's Hospital, Intermountain Health

Co-branding, cross-promotion, and shared awareness campaigns that extend your mission into the community. Your logo alongside a beloved local event signals commitment to Utah families — not just research.



Corporate Wellness & Benefits Programs

Companies with employee wellness, CSR, or community giving mandates

Team registration packages, co-branded volunteer opportunities, and internal storytelling content about the impact your team made. Great for HR-driven community engagement goals.



Utah Business Community & Local Champions

Businesses with deep Utah County or Wasatch Front roots

Your name tied to a 14-year tradition of community love. A local sponsorship that resonates with customers, employees, and neighbors in a way that national advertising never can.

Interested in a custom partnership? Let's build something together. Contact us to start the conversation.

Let's Make a Difference Together.

*The children supported by Millie's Princess Run deserve every champion they can get.
Join 14 years of community love.*

Get In Touch

Jacey Goates

Run Director

✉ jacey@milliespf.org

☎ 801-808-9735

Burke Anderson

Volunteer, Sponsorship & Partnership Initiatives

✉ burke.anderson@gmail.com

☎ 801-419-2744

Next Steps: Choose your tier → Contact Jacey → Submit logo by deadline → See you June 13!

