



INTRODUCTION TO THE TAG4LIFE™ “CODES4CARE” (C4C) PROGRAM

A staggering one in three people worldwide are considered medically vulnerable. At tag4life, a 501(c)(3) charity, we save lives by advocating for wearable medical IDs. We do this by offering education, providing IDs to those in need through our Online Store (<https://tag4life.org/store>) and, via our Codes4Care outreach program (<https://tag4life.org/codes4care>), furnishing free IDs to medically vulnerable members of underserved communities, where the daily conditions of life can cause adverse health outcomes. We also hold registration events with donors in order to raise the funds necessary to be able to provide IDs to the disadvantaged at no cost to them.

A medical ID is a wearable accessory or ID card that contains or allows access to the user's critical personal and medical information. Anyone suffering from a medical condition, food and drug allergies, or taking medications should wear or carry one. First responders and medical personnel are trained to look for them when encountering patients who are unable to respond. Having one can prevent misdiagnosis, unwanted drug reactions, and treatments that impose serious risk.

Depending on the level of event sponsorship, a C4C program sponsor receives prominent signage on tables/booths and in handouts, inclusion on related podcast(s), newsprint ads and televised spots, co-branded medical IDs for use at the sponsored event, a photo montage detailing positive effects on the community, and a separate, co-branded event at the sponsor's place of business for employees and other stakeholders.



SPONSORSHIP LEVELS FOR TAG4LIFE™

“CODES4CARE” (C4C) EVENTS

PLATINUM \$25,000: Prominent signage at the event on tag4life tables/booths and in handouts. Inclusion as a Platinum Sponsor on related tag4life podcast(s), newsprint ads and televised spots (as applicable). 500 co-branded Medical ID QR Code Cards for use at the sponsored C4C event. A photo montage detailing the sponsor’s positive effect on the community. A separate, co-branded C4C event staffed by tag4life at sponsor’s place of business for sponsors employees and other stakeholders.

GOLD \$10,000: Prominent signage at the event on tag4life tables/booths and in handouts. Inclusion as a Gold Sponsor on related tag4life podcast(s), newsprint ads and televised spots (as applicable). 200 co-branded Medical ID QR Code Cards for use at the sponsored C4C event. A photo montage detailing the sponsor’s positive effect on the community.

SILVER \$5,000: Prominent signage at the event on tag4life tables/booths and in handouts. Inclusion as a Silver Sponsor on related tag4life podcast(s) and newsprint ads (as applicable). 100 co-branded Medical ID QR Code Cards for use at the sponsored C4C event.

BRONZE \$2,500: Prominent signage at the event on tag4life tables/booths and in handouts. Inclusion as a Bronze Sponsor on related tag4life newsprint ads (as applicable). 50 co-branded Medical ID QR Code Cards for use at the sponsored C4C event.

Please contact us at sales@tag4life.org if you have any questions or are interested in sponsoring a C4C event. Thank you!