

Run The River 5K

Taking Steps Together to
End Child Abuse

Sponsorship Package

CONTENTS

Introduction

What is CARE?

Sponsorship Opportunities

Sponsor Program Agreement

Contact Information

Introduction

Thank you for your consideration in sponsoring the Run the River 5K Run/Walk event on Saturday, April 8, 2017. Our goal is to have the expenses of our race covered by the generosity of our sponsors so that all revenue from participants and donations go directly to our cause.

There are several benefits in sponsoring the Run the River 5K:

Be a part of improving the lives of children. CARE (Child Abuse Resource and Education) was founded in 1999 with the goal of ending child abuse and neglect in Halifax, Warren and Northampton Counties in Eastern North Carolina. CARE actively raises funds to educate the community on child abuse prevention measures, organizes outreach programs to help those in need, and works closely with area organizations to create a stronger network of support.

Position your organization with the running communities in Eastern North Carolina and Southern Virginia. Run The River 5K will take place along the historic Roanoke Canal Trail. Situated just a short drive from Richmond, Virginia and located between Raleigh and Greenville, North Carolina the Run the River 5K is anticipated to draw runners from all of these very active communities. We expect to attract at least 200 participants to this year's Run the River.

Gain exposure on a national level. April is Child Abuse Prevention Month and is recognized nationally through campaigns from local, state and national organizations. Last year Child Abuse Prevention Month was highlighted on several news networks including Good Morning America, CNN, and the Today Show.

There are many ways to support the Run the River 5K:

- Donate financially to become an official sponsor
- Offer race participants a special discount on merchandise or services
- Donate products / services to the race participants to be raffled off at the post race picnic
- Donate products or promotional information for runner race packets.
- Sponsor a team to represent your organization.

Sponsorship Opportunities

Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with you or your organization to provide adequate recognition for your contributions.

Package Levels:	Presenter \$2,000	Contributor \$1,000	Founder \$750	Sponsor \$500	Patron \$250	Advocate \$150	Family \$100
Title Sponsorship: Mention of company in title of race in all publications.	✓						
Honorable Mention and feature on Event Website & Pre-Race Publications	✓ Including Social Media	✓					
Complimentary Race Entries	✓ 10 Entries	✓ 5 Entries	✓ 3 Entries	✓ 2 Entries			
Logo or Name Printed on Race T-Shirt	✓ Large Logo w/ Top Placement	✓ Large Logo	✓ Medium Logo	✓ Small Logo	✓ Name	✓ Name	✓ Name
Signage On Race Course	✓ At Start/Finish	✓ At Start/Finish	✓ On Course	✓ On Course	✓ On Course		
Recognition in Race Packet	✓ Primary Placement	✓ Large Logo	✓ Medium Logo/ Name	✓ Small Logo/ Name	✓ Name & Sponsorship Level	✓ Name & Sponsorship Level	✓ Name
Opportunity to Include Materials & Set Up Booth On Race Day	✓ Including Pre-Race Packet	✓ Including In Race Packet	✓ Including in Race Packet	✓ In Swag Bag	✓ In Swag Bag	✓ In Swag Bag	

In-Kind Donations

Your business or organization's level of sponsorship can also be made in the form of goods or services and recognized per the above schedule. For example: the value of goods/services is \$250 your business would receive all the sponsorship package items mentioned in the Patron level.

Merchandise

We also accept donations. Each of our run participants will receive a race packet which will include their race bib and any sponsor sample products, discounts, and marketing materials.

Discounts

If your organization cannot provide a monetary or product donation, we also are interested in run participant discounts or gift certificates. We encourage our participants, volunteers, and friends to support all of our sponsors.

Have another idea?

We are always open to discussing various ways you and your organization can help support The John 3:16 Center, please contact us.

Sponsor Program Agreement

We will draft a Sponsor Program Agreement in detail for both parties to sign. Once signed and returned, we will begin fulfilling your sponsorship agreement.

Contact Information

Please contact CARE/The John 3:16 Center should you have questions or need further information. We look forward to working with you to help stop child abuse and neglect in our community.

CARE/The John 3:16 Center

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