

Individual Sponsors

Be sure to complete both sides of this form and bring it with all your pre-paid donations to registration on the day of the event. Make additional copies if needed. *Please make checks payable to 5Kevents.org.* Proceeds benefit charities related to the event selected.

Walk/ Run Sponsor Name	Donation	Collected	
		Check	Cash
ex. John Smith 1234 Main Street Milwaukee WI 53207	\$35.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
1. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
6. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
7. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
8. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
9. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>
10. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>

Tips for Successful Sponsorship

Social Media Campaign

Post that you are going to participate in the run/walk and ask friends to sponsor you. Send it to your contacts in Facebook, LinkedIn, Twitter, etc..... Spread the word!

Form a Team

Walking or running with family, friends, neighbors and co-workers will add more fun to your day. Now is the time to start recruiting your team! Begin by making list of everyone you know, invite them to join your team and participate with you. If they can't join you, ask them to sponsor you.

Business Sponsors

Business Sponsorships are available at all levels, 5Kevents.org's participating events would be honored to have you take part in the event and will work with you on a sponsorship that best fits your organization. (See reverse side of this brochure for existing opportunities) As a sponsor, you have the unique opportunity to be associated with local charities and display your logo on our web site and promotional materials.

To learn more about corporate sponsorship call us at 877.570.4434 or email sponsorship@5Kevents.org

Join our list of growing events... visit www.5Kevents.org



How to get started...

Step 1: Register Let us know you plan to join us on run/walk day by logging into the online registration page listed at www.5Kevents.org or contact us at supportstaff@5Kevents.org for more information. You may also register the day of the event, but we cannot guarantee a goodie bag or medal.

Step 2: Set a Personal Goal There is no minimum requirement to participate, but you are encouraged to set a sponsored goal of at least \$100. We hope that each participant finds ten or more sponsors to help us reach our charities mission. Ask your friends, family and co-workers to sponsor your walk/run. Let them know the special impact their sponsorship will have on the charity. Collect the donation at the time of your initial contact with each sponsor.

All participants who raise at least \$100 in donations will be recognized on the day of the event. The top three fund-raisers in attendance will receive appreciation prizes!

Step 3: Collect your pledges This is a pre-paid run/walk. Please bring your collected donations on event day. Make checks payable to **5Kevents.org**. List each sponsor's name, address and contribution amount on the Sponsor form for a tax receipt.

Step 4: Run/Walk Meet us at the event venue and pick up your T-shirt, goodie bag and bottled water. Bring the whole family! The run/walk will take place rain or shine.

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**SPONSORSHIP
AND ADVERTISING
OPPORTUNITIES**



Corporate / Business Sponsorship

It is with great pleasure that we take this time to offer your business / organization an opportunity to become a valuable sponsor.

Being a sponsor helps provide a wonderful experience for our participants, who in turn will be encouraged to support your business. It offers a great opportunity for your organization or business to participate in a community event and provides you with many other benefits.

1. Increased visibility in the community.
2. Good community outreach public relations for your business/organization.
3. Promotion of your business to new customers /clients.
4. Publicity to thousands more people via advertisements throughout the local area (i.e. print media and web exposure).
5. Opportunity to reach a diverse cross section of community members in the area.

SPONSORS OF THIS EVENT enjoy:
Logo on sponsor banner, logo and link on the event website, all future advertising materials, email notifications, social media and MUCH MORE!

Visit the event website for add'l Sponsorship opportunities and participant demographics.



MEAL BOX SPONSOR

Satisfy the runners and get your company noticed with these specialized meal boxes. Distributed to all participants. Your insert, logo and message displayed in every box.

FINISHERS MEDAL SPONSOR

Each attendee will receive this item upon completion of the 5K. Note: image shown is not actual. 5Kevents.org will work with the sponsor to determine a design for the event.

RACE BIB SPONSOR

Your logo on our custom event race bibs... a keepsake among runners. Your logo and the official sponsor logo can be exclusive on the race bib numbers

VOLUNTEER SHIRT SPONSOR

Large exclusive logo on the back of the shirts worn by all volunteers on race day. Also includes your name/logo placement on the event website, sponsor banner and email marketing advertisements.

RACE PHOTOGRAPHY SPONSOR

After the event, all participants receive an email notification of race pictures. Then they come to the website to browse and order pictures, and they can even share pictures with friends and family. Your brand and advertisement is located on every one of these pages and the runner sees you an average of 40 times!

VICTORY BACK DROP SPONSOR

The participants accomplished a great run. Now its time to recognize them. Be the center of attention upon completion of the run with your logo on the awards backdrop. Participants photos spread like wild fire on Facebook and social media platforms.

WATER STATION SPONSOR

Official water station for the runners branded with your logo on the table runner. **YOU KEEP THE RUNNER WHEN WERE DONE!**

FOOTPRINT SPONSOR

Get your logo and company name noticed by hundreds, if not thousands, of people on the race course. This sidewalk graphic will be placed on the course for all to see.

START / FINISH LINE BANNER

Two panels with your logo will be displayed on the start and finish line structure (in view of media, spectators and participants)

POST CARD INSERTS

4 x 6 Full Color Front. Postcard sized cards. Use these to offer a special, a free drink, appetizer, or any other event item you would like to promote.

BOOTH SPACE (10 x 10)

Promote your product, service, or event to all of our participants, spectators & visitors who enjoy an active lifestyle. Includes an optional 8ft table and Tent.

COURSE MARKER SPONSOR

Get your brand noticed with these customized markers placed along the race course. 1K-4K, 1 Mile - 3 Mile, Water Ahead, Start Signs and Motivational Markers available

A PRODUCT FOR EVERY PROMOTION

Sky's the limit here. You pick the product or just give us a budget and we'll make it work. Provide us your logo or message to imprint on the item then we take care of the rest. From pens, bags, drinkware you name it we have it.

RAFFLE / PRIZE SPONSOR

We have many opportunities to offer prizes. This is a great way to help us thank our tireless volunteers and participants... Gift cards, SWAG items, also welcome.

Participant's Form

Complete both sides of this form and bring it with your pre-paid donations on the day of the event.

Make all checks payable to 5Kevents.org

Proceeds benefit the unique charity associated with the event you are participating in.

Event _____

Event Date ____/____/____

Name _____

Address _____

Day Phone _____

Evening Phone _____

eMail _____

Prizes will be awarded for the top three individual fund-raisers at the conclusion of the event.

Thank you for making a difference!

WAIVER
I agree to indemnify and hold harmless 5Kevents.org and it's associated charities from all costs, expense and liability arising out of my (or my child's) participation in this event. I do hereby waive all claims for damage or loss to me or my child's person or property which may be caused by any act, or failure to act, 5Kevents.org, its officers, agents or employees arising directly or indirectly from my or my child's participation in this event; and I hereby assume liability for any loss, damage or other liability for such an event.

Signature (If under 18, parent or guardian must sign)

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