



SANDI McCOOL

# CHAMPIONS OF HOPE

**October 19, 2019**

# 2019

# Sponsorship Opportunities



## OVERVIEW

### DATE

Saturday, October 19, 2019

### LOCATION

Alabama College of Osteopathic Medicine  
445 Health Sciences Blvd  
Dothan, Alabama 36303

### SCHEDULE

Registration Opens	6:00 a.m.
Half Marathon Start	7:00 a.m.
5K & 10K Start	8:00 a.m.
Spirit Walk Start	8:00 a.m.
Kids' Zone Opens	7:30 a.m.
Awards Ceremony	10:10 a.m.

### ATTENDEE DEMOGRAPHICS

Over 1000 runners, walkers, volunteers, and guest are expected to attend.

### COMMUNITY VISIBILITY

Sponsors receive visibility before, during and after the event.

Opportunities include print ads, digital ads, race brochure, event t-shirts, the Southeast Health Foundation website, and Southeast Health Foundation social media accounts.

### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Promote your company with exclusive brand placement at event and showcase your commitment to health care in the community. By sponsoring components of the event, you can associate your brand with some of the most visible aspects of the races and event festivities.

All opportunities include advertising benefits, entries, and recognition on the event t-shirt.

If you do not see an advertising benefit you would like, ask about our custom packages.

### CONTACT

Southeast Health Foundation  
1922 Fairview Avenue  
Dothan, Alabama 36303  
334.673.4150  
[www.samcfoundation.org](http://www.samcfoundation.org)

Valerie Barnes | Executive Director | [vbarnes@samc.org](mailto:vbarnes@samc.org)

Amy Bunting | Annual Gifts Officer | [aebunting@samc.org](mailto:aebunting@samc.org)

Angie Casey | Major & Planned Gifts Officer | [acasey@samc.org](mailto:acasey@samc.org)

Dianne Ellison | Development Assistant | [de Ellison@samc.org](mailto:de Ellison@samc.org)

Meghan Woodham | Grants & Corporate Development Officer | [mbwoodham@samc.org](mailto:mbwoodham@samc.org)



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## 2019 EXCLUSIVE SPONSORSHIPS

**Title Sponsorship ..... \$10,000**

- Fourteen (14) race registrations
- Logo/ name displayed in event brochure
- Logo/ name featured on the Foundation website and social media outlets
- Logo/ name on event shirts
- Logo/ name on event signage and in media releases distributed by the Foundation
- Promotional material in runner goodie bags
- Opportunity to provide event welcome
- Recognition as Title Sponsor in race announcements
- Opportunity to place company banners at the start and finish line
- Booth in expo area
- Recognition during the award ceremony

**Mile Marker Sponsorship ..... \$5,000**

- Eight (8) race registrations
- Logo/ name displayed in event brochure
- Logo/ name featured on the Foundation website and social media outlets
- Logo/ name on event shirts
- Logo/ name on event signage and in media releases distributed by the Foundation
- Logo/ name on all mile markers
- Promotional material in runner goodie bags
- Booth in expo area

**Food Tent Sponsorship ..... \$1,500**

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the Food Tent Sponsor during race announcements
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

**SOLD**

**Survivor Tent Sponsorship ..... \$1,500**

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the Survivor Tent Sponsor during race announcements
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

**SOLD**

**Award Ceremony Sponsorship ..... \$1,500**

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as Award Ceremony Sponsor during the ceremony
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

**SOLD**



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## 2019 EXCLUSIVE SPONSORSHIPS *continued*

### **Flag Garden Sponsorship ..... \$750**

- Recognition as the Flag Garden Sponsor during race announcements
- Logo/ name featured on the Foundation website and social media outlets
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

### **Course Sponsorship Opportunities**

### **5K Course Sponsor ..... \$4,000**

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the 5K Course Sponsor at the start of the 5K race
- Opportunity to place company sign at 5K turnaround
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

### **10K Course Sponsor ..... \$3,000**

- Six (6) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the 10K Course Sponsor at the start of the 10K race
- Opportunity to place company sign at halfway point of the 10K race
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

### **Half Marathon Course Sponsor ..... \$2,000**

- Eight (8) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the Half Marathon Course Sponsor at the start of the Half Marathon race
- Opportunity to place company sign at halfway point of the Half Marathon race
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation



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## OTHER SPONSORSHIP OPPORTUNITIES

**Champion Sponsorship ..... \$3,000**

- Six (6) race registrations
- Logo/ name displayed in event brochure
- Logo/ name featured on the Foundation website and social media outlets
- Logo/ name on event shirts
- Logo/ name on event signage and in media releases distributed by the Foundation
- Recognition during race announcements
- Promotional material in runner goodie bags
- Booth in expo area

**Hope Sponsorship ..... \$1,000**

- Two (2) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation
- Recognition during race announcements

Interested in promoting your business at our vendor expo?  
Contact the SAMC Foundation office at 334-673-4150 for vendor booth pricing.



**2019**

**SPONSORSHIP COMMITMENT FORM**

Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please mark your selection:**

- Title Sponsorship ..... \$10,000
- Mile Marker Sponsorship ..... \$5,000
- Survivor Tent Sponsorship ..... \$1,500
- Award Ceremony Sponsorship ..... \$1,500
- Flag Garden Sponsorship..... \$750
- Course Sponsorship
  - 5K Course ..... \$4,000
  - 10K Course ..... \$3,000
  - Half Marathon Course ..... \$2,000
- Champion Sponsorship ..... \$3,000
- Hope Sponsorship..... \$1,000

**Payment information:**

- My payment is enclosed. (Check, Cash, or Money Order)
  - Please invoice me on \_\_\_\_\_. (MM/DD/YY)
  - I would like to make pledge payments and be invoiced on a monthly basis beginning in \_\_\_\_\_.  
(All sponsorships must be paid in full by December 31, 2019.)
  - I would like to make a payment(s) via credit card (or call us for telephone processing).  
Credit Card Type: \_\_\_ VISA \_\_\_ MasterCard \_\_\_ Discover \_\_\_ American Express  
Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ Card V Code (last 3 or 4 digits on back of card): \_\_\_\_\_
- Authorized Signature: \_\_\_\_\_

Return to Southeast Health Foundation by mail to 1922 Fairview Avenue, Dothan, Alabama 36301, or by email to aebunting@samc.org.

**Key Deadlines:** To receive all sponsorship benefits, reply by July 8, 2019 for recognition on the printed event brochure and by September 16, 2019 for recognition on the event t-shirts.