



SOUTHEAST HEALTH **FOUNDATION**

CHAMPIONS OF
HOPE

October 17, 2020

2020

Sponsorship Opportunities



OVERVIEW

DATE

Saturday, October 17, 2020

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

At the event, promote your company with exclusive brand placement 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 special recognition. 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.sehealthfoundation.org

Merideth Holland | Executive Director | mmholland@southeasthealth.org
Amy Bunting | Special Events Manager | aebunting@southeasthealth.org
Sarah Jenks | Donor Relations Specialist | skjenks@southeasthealth.org

EXCLUSIVE SPONSORSHIPS

Title Sponsorship \$20,000

- Twenty-five (25) 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

Spirit Walk Sponsorship.... \$7,500

- Fifteen (15) 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
- Booth in expo area

Registration Sponsorship..... \$5,000

- Ten (10) race registrations
- 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 on event registration signage
- Exclusive opportunity to promote business in the event registration area
- Booth in expo area

Mile Marker Sponsorship \$5,000

- Ten (10) 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
- Booth in expo area

EXCLUSIVE SPONSORSHIPS *continued*

Refreshment Tent Sponsorship \$2,500

- Six (6) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the Refreshment Tent Sponsor during race announcements
- Name on event shirts
- Name on event signage and in media releases distributed by the Foundation

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

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

Kids' Zone Sponsorship..... \$1,500

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

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

SOLD

Exclusive Course Sponsorship Opportunities

5K Course Sponsor \$5,000

- Ten (10) race registrations
- Recognition as the 5K Course Sponsor at the start of the 5K race
- Opportunity to place company sign at 5K turnaround
- 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
- Booth in expo area

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

- Four (4) 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

Spirit Walk Finish Line Sponsor \$1,500

- Four (4) registrations for any race event
- Logo displayed on promotional materials
- Recognition banner at finish line
- Recognition on event signage and in media releases distributed by the Foundation
- Logo/ company name featured on the Foundation website and social media outlets

SOLD

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
- 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 Southeast Health Foundation office at 334-673-4150
for vendor booth pricing.



CHAMPIONS OF HOPE

2020 SPONSORSHIP COMMITMENT FORM

Date: _____

Business Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Please mark your selection:

Exclusive Opportunities

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsorship.....\$20,000 | <input type="checkbox"/> Kids' Zone Sponsorship.....\$1,500 |
| <input type="checkbox"/> Spirit Walk Sponsorship.....\$7,500 | <input type="checkbox"/> Flag Garden Sponsorship.....\$750 |
| <input type="checkbox"/> Registration Sponsorship.....\$5,000 | <input type="checkbox"/> 5K Course Sponsor.....\$5,000 |
| <input type="checkbox"/> Mile Marker Sponsorship.....\$5,000 | <input type="checkbox"/> 10K Course Sponsor.....\$3,000 |
| <input type="checkbox"/> Refreshment Tent Sponsorship.....\$2,500 | <input type="checkbox"/> 1/2 Marathon Course Sponsor.....\$2,000 |
| <input type="checkbox"/> Survivor Tent Sponsorship.....\$1,500 | <input type="checkbox"/> Spirit Walk Finish Line Sponsor.....\$1,500 |
| <input type="checkbox"/> Award Ceremony Sponsorship.....\$1,500 | |

Unlimited Opportunities

- | | |
|---|---|
| <input type="checkbox"/> Champion Sponsorship.....\$3,000 | <input type="checkbox"/> 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, 2020.)
- 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@southeasthealth.org.

Key Deadlines: To receive all sponsorship benefits, reply by July 6, 2020 for recognition on the printed event brochure and by September 14, 2020 for recognition on the event t-shirts.