



SOUTHEAST HEALTH **FOUNDATION**

CHAMPIONS OF
HOPE

presented by the family of Susan Fischer

2020

Sponsorship Opportunities



presented by the family of Susan Fischer

VIRTUAL EVENT OVERVIEW

DATE

Friday, October 16, 2020 – Friday, October 30, 2020

Participants complete their distance and record their finishing time online during this two week period.

LOCATION

Participant selects a route of choice based on their registered event distance.

SCHEDULE

Registration Opens - September 14, 2020

Facebook Live Kick-Off & T-Shirt Pick Up - Friday, October 16, 2020 from 11 a.m. – 1:30 p.m.
&
Friday, October 16, 2020 from 4 p.m. – 6:30 p.m.

Registration Closes - October 17, 2020 @ 8 a.m.

Result Submission Deadline - Friday, October 30, 2020, no later than 10 a.m.

Post Champions Facebook Live Celebration - Saturday, October 31, 2020 from 11 a.m. – 1:30 p.m.
Participants are invited to pick up medals, we will award any special prizes, recognize sponsors, fundraisers and have give-a-ways throughout the celebration.

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

Through event sponsorship you can promote your company with exclusive brand placement and showcase your commitment to health care in the community. With an exclusive sponsorship your brand will be featured on the most visible event elements.

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 | P.O. Box 6987 | Dothan, Alabama 36302

334.673.4150

www.sehealthfoundation.org

Merideth Holland | Director | mmholland@southeasthealth.org

Amy Bunting | Special Events Manager | aebunting@southeasthealth.org

Sarah Jenks | Donor Relations Specialist | skjenks@southeasthealth.org

EXCLUSIVE SPONSORSHIPS

Presenting Sponsorship..... \$20,000

- Sixteen (16) race registrations
- Recognition as title sponsor "presented by YOUR COMPANY NAME"
- Logo/ name displayed on event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Logo/ name on event t-shirts
- Logo/ name in media releases distributed by the Foundation
- Opportunity to provide promotional material in runner goodie bags
- Opportunity to provide message at the opening for the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Opportunity to be the site host for the Facebook Live Post Celebration on Saturday, October 31
- Opportunity to provide thank you message at the Facebook Live Post Celebration on Saturday, October 31

SOLD

Race Bib Sponsorship \$2,500

- Six (6) race registrations
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Exclusive placement of logo and name on participant race bib in event tool kits
- Logo on event t-shirts
- Opportunity to provide promotional material in runner goodie bags
- Recognition in media releases distributed by the Foundation
- Recognition as Race Bib Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Recognition as Race Bib Sponsor during the Post Champions of Hope Facebook Live Celebration on Saturday, October 31

SOLD

Refreshment Sponsorship.....\$2,500

- Six (6) race registrations
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Logo on event t-shirts
- Opportunity to provide promotional material in runner goodie bags
- Recognition in media releases distributed by the Foundation
- Recognition as Refreshment Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Recognition as Refreshment Sponsor during the Post Champions of Hope Facebook Live Celebration on Saturday, October 31

EXCLUSIVE SPONSORSHIPS *continued*

Award Sponsorship **\$2,500**

- Six (6) race registrations
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Logo on race medal packaging for 75th Anniversary, 50th place finisher medals & all 1/2 marathon medals
- Logo on event t-shirts
- Opportunity to provide 100th Anniversary runner goodie bags
- Recognition in media releases distributed by the Foundation
- Recognition as Award Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Opportunity to present awards during the Post Champions of Hope Facebook Live Celebration on Saturday, October 31

SOLD

Junior Champion Sponsorship **\$1,200**

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Logo/ name on Junior Champion Activity Pack distributed at the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Name on event t-shirts
- Recognition as Junior Champion Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16

Survivor Activity Sponsorship **\$1,200**

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Recognition as the Survivor Activity Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Opportunity to work the Survivor Activity Table during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16 (*limited to 4 company/ business representatives*)
- Name on event t-shirts
- Recognition as Survivor Activity Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16

Flag Garden Sponsorship **\$750**

- Recognition as the Flag Garden Sponsor during the Facebook Live Kick-Off/ t-shirt pick up on Friday, October 16
- Logo/ name featured on the Foundation website and social media outlets
- Name on event t-shirts
- Name on event signage and media releases distributed by the Foundation

SOLD

EXCLUSIVE Course Sponsorship Opportunities

Spirit Walk Course Sponsor..... \$5,000

- Eight (8) race registrations
- Logo/ name displayed on event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Logo/ name on event t-shirts
- Logo/ name on Start Line Sign, 1/2 Way Marker Sign, and Finisher Certificate in Spirit Walk Tool Kit
- Logo/ name in media releases distributed by the Foundation
- Opportunity to provide promotional material in runner goodie bags

5K Course Sponsor..... \$3,000

- Eight (8) race registrations
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlet
- Logo/ name on event t-shirts
- Logo/ name on Start Line Sign, 1/2 Way Marker Signs, and Finisher Certificate in 5K Tool Kit
- Logo/ name in media releases distributed by the Foundation
- Opportunity to provide promotional material in runner goodie bags

SOLD

10K Course Sponsor..... \$2,000

- Four (4) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Name on event t-shirts
- Logo/ name on Start Line & Finish Line Sign, Marker Signs, and Finisher Certificate in 10K Tool Kit
- Opportunity to provide promotional material in runner goodie bags

Spirit Walk Finish Line Sponsor.....\$1,500

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

SOLD

Half Marathon Course Sponsor..... \$1,000

- Two (2) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Name on event t-shirts
- Logo/ name on Start Line & Finish Line Sign, Marker Signs, and Finisher Certificate in Half Marathon Tool Kit



Southeast Health Foundation
Champions of Hope

UNLIMITED SPONSORSHIP OPPORTUNITY

Hope Sponsorship \$1,000

- Two (2) race registrations
- Logo/ name featured on the Foundation website and social media outlets
- Name on event t-shirts

Interested in promoting your business in our participant goodie bags?
Contact the Southeast Health Foundation office at 334-673-4150
to find out more information.



SOUTHEAST HEALTH FOUNDATION

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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"/> Presenting Sponsor.....\$10,000 | <input type="checkbox"/> Spirit Walk Course Sponsor.....\$5,000 |
| <input type="checkbox"/> Race Bib Sponsor.....\$2,500 | <input type="checkbox"/> 5K Course Sponsor.....\$3,000 |
| <input type="checkbox"/> Refreshment Sponsorship.....\$2,500 | <input type="checkbox"/> 10K Course Sponsor.....\$2,000 |
| <input type="checkbox"/> Award Sponsor.....\$2,500 | <input type="checkbox"/> Spirit Walk Course Sponsor.....\$1,500 |
| <input type="checkbox"/> Junior Champion Sponsorship.....\$1,200 | <input type="checkbox"/> 1/2 Marathon Course Sponsor.....\$1,000 |
| <input type="checkbox"/> Survivor Activity Sponsorship.....\$1,200 | |
| <input type="checkbox"/> Flag Guard Sponsorship.....\$750 | |

Unlimited Opportunity

- 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 PO Box 6987, Dothan, Alabama 36302, or by email to aebunting@southeasthealth.org.

Key Deadlines: To receive all sponsorship benefits, reply by August 10, 2020 for recognition on the save the date mailer and by September 14, 2020 for recognition on the event t-shirts.