



SOUTHEAST HEALTH **FOUNDATION**

CHAMPIONS OF  
**HOPE**

**2022**

**Sponsorship Opportunities**



## OVERVIEW

### DATE

Saturday, October 15, 2022

### LOCATION

The Plant  
308 N. Saint Andrew St.  
Dothan, AL 36303

### SCHEDULE

Packet Pick Up - Friday, October 14, 2022 from 4 p.m. – 7 p.m.  
Team Tents and Champions Plaza Opens - Friday, October 14, 2022 from 4 p.m. – 7 p.m.  
Celebration of Light - Friday, October 14, 2022 – 7 p.m.  
Champions Plaza Opens – Saturday, October 15, 2022 – 6:30 a.m.  
Day of Registration and Packet Pick Up – Saturday, October 15, 2022 – 6:30 a.m.  
5K & 10K Race – Saturday, October 15, 2022 – 8 a.m.  
1-Mile Spirit Walk - Saturday, October 15, 2022 – 8:05 a.m.  
Awards Ceremony - Saturday, October 15, 2022 – 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.sehealthfoundation.org](http://www.sehealthfoundation.org)

Amy Bunting | Director | [aebunting@southeasthealth.org](mailto:aebunting@southeasthealth.org)

Sarah Jenks | Special Events Manager | [skjenks@southeasthealth.org](mailto:skjenks@southeasthealth.org)

# Champions of Hope

## EXCLUSIVE SPONSORSHIPS

### **Presenting Sponsorship .....\$25,000**

- 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 event welcome
- Opportunity for check presentation at Award Ceremony
- Opportunity for commercial on Jumbotron during race
- Recognition as Presenting Sponsor in race announcements
- Recognition during the award ceremony
- Opportunity to place company banners at the start and finish line
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Champions Plaza Sponsorship .....\$8,000**

- Ten (10) race registrations
- Recognition at Champions Plaza during race and kick-off party
- Opportunity for check presentation at Award Ceremony
- Opportunity for commercial on Jumbotron race
- 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
- Recognition as Champions Plaza Sponsor in race announcements
- Recognition during the award ceremony
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Marketing and Print Sponsorship .....\$5,000**

- Eight (8) race registrations
- Logo/ name displayed on event save the date
- Opportunity for check presentation at Award Ceremony
- Opportunity for commercial on Jumbotron during race
- Logo/ name featured on email blast sent to over 2,000 individuals
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Logo/ name on event t-shirts
- Recognition as Marketing and Print Sponsor in race announcements
- Recognition during the award ceremony
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

# Champions of Hope

## EXCLUSIVE SPONSORSHIPS *(Continued)*

### **Staff and Volunteer Shirt Sponsorship..... \$3,000**

- Six (6) race registrations
- Exclusive logo placement on staff and volunteer event shirts
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Logo on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

## EXCLUSIVE RACE SPONSORSHIPS

### **Finisher Medal Sponsor.....\$8,000**

- Ten (10) race registrations
- Proprietary rights to Finisher medal design with approval of Southeast Health Marketing for up to 1,500 participants
- Logo/ name displayed in event save the date mailer
- Opportunity for check presentation at Award Ceremony
- Opportunity for commercial on Jumbotron during race
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Recognition during race announcements
- Logo on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Race Bib Sponsorship .....\$5,000**

- Eight (8) race registrations
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Exclusive placement of logo on participant race bib used during race
- Logo on event t-shirts
- Recognition during race announcements
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Merchandise Sponsor.....\$4,000**

- Eight (8) race registrations
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Recognition at Merchandise tent and Fundraising Incentive Tent
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**Award Ceremony Sponsorship.....\$3,000**

- Six (6) race registrations
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Recognition during race announcements
- Opportunity to provide signage
- Logo on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**Kids Zone Sponsorship.....\$3,000**

- Six (6) race registrations
- Recognition as the Kids Zone Sponsor during race announcements
- Logo/ name displayed in event brochure and brochure
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Opportunity to provide signage for Kids Zone
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**Survivor Tent Sponsorship.....\$2,000**

- Four (4) race registrations
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Recognition as the Survivor Tent Sponsor during race announcements
- Opportunity to provide signage for Survivor Tent
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

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

- Recognition as the Flag Garden Sponsor during race announcements
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**Hydration Station Sponsorship (2 Available).....\$800**

- Logo/ name featured at an exclusive water stop on the course
- Logo/ name displayed in event save the date mailer
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Opportunity for employees to volunteer at table
- Opportunity to market business at table
- Name on event t-shirts
- Opportunity to provide promotional material in runner goodie bags

# Champions of Hope

## EXCLUSIVE Course Sponsorship Opportunities

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

- Eight (8) race registrations
- Logo/ name displayed in event save the date mailer
- Recognition during race announcements
- Opportunity to begin Spirit Walk
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Opportunity for check presentation at Award Ceremony
- Opportunity for commercial on Jumbotron during race
- Opportunity to provide signage/ banner
- Logo on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

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

- Six (6) race registrations
- Recognition as the 5K Course Sponsor at the start of the 5K race
- Opportunity to provide signage/ banner
- 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 on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

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

- Six (6) race registrations
- Recognition as the 10K Course Sponsor at the start of the 10K race
- Opportunity to provide signage/ banner
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Beer Garden (*Beverage and Bar*) Sponsorship..... \$2,000**

- Four (4) race registrations
- Recognition at bar area
- Logo on bar napkins
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**Registration Sponsorship..... \$1,500**

- Four (4) 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

**SOLD**

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

- Four (4) 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 signage at Hospitality Tent
- Exclusive opportunity to promote business in the event registration area
- Booth in expo area

**Finish Line Sponsor.....\$1,500**

- Four (4) registrations for any race event
- Opportunity to provide signage
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**Mile Marker Sponsorship (5 Available) .....\$250**

- Logo/ name displayed in event save the date mailer
- Logo/ name on ONE mile marker
- Logo/ name featured on the Foundation website, Champions of Hope registration website, and social media outlets
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

**UNLIMITED SPONSORSHIP OPPORTUNITY**

**Hope Sponsorship .....\$1,200**

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

## **CELEBRATION OF LIGHT SPONSORSHIPS**

### **Celebration of Light Host Sponsorship.....\$5,000**

- Eight (8) race registrations
- Recognition on Celebration of Light Signage
- Recognition during the Celebration of Light party
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Luminaria Sponsorship.....\$3,000**

- Six (6) race registrations
- Recognition at Main Stage during Luminaria Ceremony
- Recognition during the race Award ceremony
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Entertainment (Audio-Visual) Sponsorship..... \$2,000**

- Four (4) race registrations
- Recognition at Mainstage during Celebration of Light
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags

### **Pot Luck (Food Truck) Sponsorship..... \$1,500**

- Two (2) race registrations
- Recognition at Food Truck area
- 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
- Name on event t-shirts
- Opportunity for a booth in Plaza Area
- Opportunity to provide promotional material in runner goodie bags





# CHAMPIONS OF HOPE

## 2022 SPONSORSHIP COMMITMENT FORM

Please mark your selection:

**Exclusive Opportunities**

- Presenting Sponsorship.....\$25,000
- Champions Plaza Sponsorship.....\$8,000
- Marketing and Print Sponsorship.....\$5,000
- Volunteer Shirts Sponsorships .....\$3,000

**Race Opportunities**

- |   |  |
|---|--|
| <input type="checkbox"/> Finisher Medal Sponsorship.....\$8,000           | <input type="checkbox"/> Spirit Walk Course Sponsor.....\$5,000          |
| <input type="checkbox"/> Race Bib Sponsorship.....\$5,000                 | <input type="checkbox"/> 5K Course Sponsor.....\$4,000                   |
| <input type="checkbox"/> Merchandise Sponsorship.....\$4,000              | <input type="checkbox"/> 10K Course Sponsor.....\$3,000                  |
| <input type="checkbox"/> Award Sponsorship.....\$3,000                    | <input type="checkbox"/> Beer Garden Sponsorship.....\$1,500             |
| <input type="checkbox"/> Kids Zone Sponsorship.....\$3,000                | <input type="checkbox"/> <del>Registration Sponsorship.....\$1,500</del> |
| <input type="checkbox"/> <del>Survivor Tent Sponsorship.....\$2,000</del> | <input type="checkbox"/> <del>Finish Line Sponsor.....\$1,500</del>      |
| <input type="checkbox"/> <del>Flag Garden Sponsorship.....\$750</del>     | <input type="checkbox"/> Hospitality Tent Sponsor.....\$1,500            |
| <input type="checkbox"/> Hydration Station Sponsorship.....\$800          | <input type="checkbox"/> Mile Marker Sponsorship.....\$250               |
|   | <input type="checkbox"/> Hope Sponsorship.....\$1,200                    |

**Celebration of Light Opportunities**

- Celebration of Light Host Sponsorship....\$5,000
- Luminaria Sponsorship.....\$3,000
- Entertainment Sponsorship.....\$2,000
- Pot Luck Sponsorship.....\$1,500



# CHAMPIONS OF HOPE

## 2022 SPONSORSHIP COMMITMENT FORM

Date: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

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### 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, 2022.)
- 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 36301, or by email to [sehealthfoundation@southeasthealth.org](mailto:sehealthfoundation@southeasthealth.org).

**Key Deadlines:** To receive all sponsorship benefits, reply by July 15, 2022 for recognition on the save the date mailer and by September 16, 2022 for recognition on the event t-shirts.