



## **Champions of Hope • Saturday, October 21 • 8:00am**

Celebration of Light Ceremony • Friday, October 20 • 7:00pm

*The Plant • 308 N St Andrews St • Downtown Dothan*

## **2023 SPONSORSHIP OPPORTUNITIES**

**Raising more than one million dollars** since its inception in 2008, proceeds from Champions of Hope help expand cancer services and programs offered in our community by Southeast Health.

Celebrating its fifteenth year, Champions of Hope will take place in downtown Dothan at The Plant. Inside the Champions Plaza, guests can browse the local vendors and food trucks with family and friends at the Finish Line Festival. Join us for an inspirational day with food and beverages, music, race awards, giveaways, high-energy activities for all ages, and more!

Thanks to the committed support of our generous community, proceeds raised through Champions of Hope have been able to fund 3D mammography, customized reference binders for newly diagnosed patients, Cancer Navigation Services, post-mastectomy comfort kits, and more. We look forward to helping you gain presence in your market by being a part of our event!

## **SCHEDULE**

### **Friday, October 20, 2023**

Onsite Registration	4:00pm
Early Packet Pick Up	
Champions Plaza Opens	
Celebration of Light Ceremony	7:00pm

### **Saturday, October 21, 2023**


Onsite Registration	6:30am
Runner Packet Pick Up	
Champions Plaza Opens	
Spirit Walk, 5K & 10K Start	8:00am
Awards Ceremony	10:00am

## **CONTACT**

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 1922 Fairview Avenue, Dothan, AL 36301



## EVENT OVERVIEW AND VISIBILITY

The goal of this event is to increase awareness of cancer services provided by Southeast Health in the community, raise funds for the Southeast Health Cancer Center, and generate a spirit of community involvement and volunteerism.

Whether you participate as a sponsor, vendor, Team Captain, attendee, or volunteer, you can leave a lasting impact on thousands of lives in your community. Rally your network, friends, and family to help advance the cancer services in the Wiregrass.

### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Based on sponsorship level, you could receive exposure and recognition in print and digital marketing materials such as social media, flyers, and direct-mail pieces.

The Champions of Hope race is one of the largest in our community and welcomes a diverse crowd of attendees to promote your products or service. If you are interested in sponsorship at a level not defined in this packet, please contact the Southeast Health Foundation to discuss.

**The Southeast Health Foundation also offers exclusive in-kind partnership opportunities. If you are interested in donating your product or service to help offset operational costs of the event, please contact Jill Hoops at [jahoops@southeasthealth.org](mailto:jahoops@southeasthealth.org).**

### COMMUNITY VISIBILITY

With hundreds of expected attendees, this event allows direct connection with your target audience to promote your service, program, or product.

Designated sponsors can reserve a vendor booth in the Champion Plaza to display or sell products at the Celebration of Light ceremony on October 20, and on race day, October 21, at our Finish Line Festival.

**Please contact the Southeast Health Foundation to sign up for a 10×10 Vendor Booth.**

## Exclusive Sponsorship Opportunities



### PRESENTING SPONSOR

**\$25,000**

Sixteen (16) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition as Title Sponsor: "Champions of Hope 2023: Presented by YOUR COMPANY"  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Recognition as Title Sponsor in pre-event invitations mailed to 2,500+ contacts.  
Logo featured on all promotional materials (T-Shirts, Save the Dates, etc.)  
Sponsor logo on event standard communication and co-branded event signage.  
Opportunity to co-present (with the Foundation) an event activity (ex: photobooth, "Selfie Stop")  
Company name included in pre-event media releases.  
Sponsor logo placement on Opportunity for check presentation at Award Ceremony.  
Recognition during race announcements and during award ceremony.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

### PLAZA SPONSOR

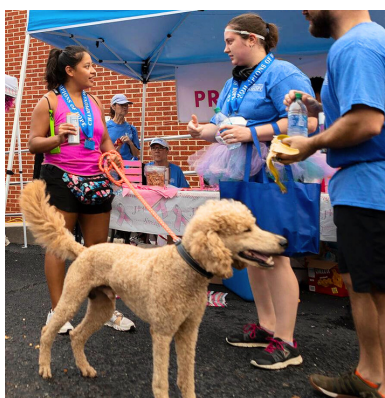
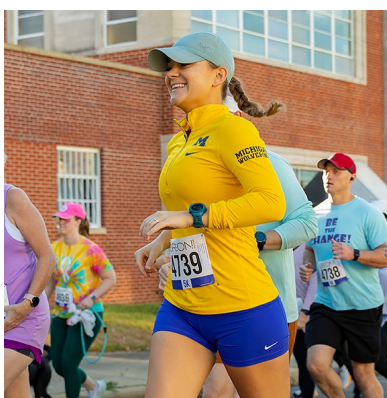
**\$8,000**

Ten (10) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Exclusive recognition in the event plaza during event opening ceremony.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Verbal recognition during race announcements, and award ceremony.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

### CHAMPION SPONSOR

**\$5,000**

Eight (8) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Opportunity for commercial on jumbotron during race.  
Company Name/Logo included on standard event communication to all participants.  
Opportunity to co-present (with the Foundation) an event activity (ex: photobooth, "Selfie Stop")  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Recognition during race announcements and during award ceremony.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.





### MARKETING AND PRINT SPONSOR

**\$4,000**

Eight (8) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)

Logo recognition on Foundation and event registration websites and social media (with hyperlink)

Recognition in pre-event invitations mailed to 2,500+ contacts.

Logo featured on all event promotional materials (T-Shirts, Save the Dates, etc.)

Company name included in pre-event media releases.

Opportunity for vendor booth in main event area.

Opportunity to provide promotional materials in goody bags for all participants.

### STAFF AND VOLUNTEER SHIRT SPONSOR

**\$3,000**

Eight (8) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)

Exclusive logo placement on staff and volunteer event shirts.

Recognition in pre-event invitations mailed to 2,500+ contacts.

Logo recognition on Foundation and event registration websites and social media (with hyperlink)

Opportunity for vendor booth in main event area.

Opportunity to provide promotional materials in goody bags for all participants.

### REGISTRATION SPONSOR

**\$1,500**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)

Logo recognition on Foundation and event registration websites and social media

Opportunity for exclusive company advertising and employee volunteer opportunity at registration.

Logo recognition at Registration area.

Logo/Company Name on event t-shirts.

Opportunity for vendor booth in main event area.





# Celebration of Light Sponsorship Opportunities



## **CELEBRATION OF LIGHT SPONSOR**

**\$5,000**

Eight (8) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Logo recognition on Celebration of Light Ceremony signage.  
Recognition during Celebration of Light Ceremony.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media  
Logo on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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## **LUMINARIA SPONSOR**

**\$3,000**

Six (6) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Logo recognition on Celebration of Light Ceremony signage.  
Recognition at main stage during Celebration of Light Luminaria Ceremony.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media  
Company name on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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## **ENTERTAINMENT SPONSOR**

**\$2,000**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition at main stage during Celebration of Light Ceremony.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media  
Company name on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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## **POT LUCK SPONSOR** *(Food Truck Sponsor)*

**\$1,500**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Exclusive logo recognition at Food Truck Station.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media  
Company Name on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

## Exclusive Race Sponsorship Opportunities



### **FINISHER MEDAL SPONSOR**

**\$8,000**

Ten (10) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Rights to Finisher Medal design with approval from Southeast Health (up to 1,500 participants)  
Logo on event t-shirts.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Opportunity for check presentation at Award Ceremony.  
Opportunity for commercial on jumbotron during race.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Recognition during race announcements and during award ceremony.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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### **RACE BIB SPONSOR**

**\$5,000**

Eight (8) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Logo on event t-shirts.  
Exclusive logo placement on each participant race bib used during race (up to 1,500 participants)  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.  
Recognition during race announcements.

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### **AWARD CEREMONY SPONSOR**

**\$3,000**

Six (6) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Logo on event t-shirts.  
Opportunity to provide signage in award ceremony area.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.  
Verbal recognition during award ceremony.

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### **KIDS ZONE SPONSOR**

**\$3,000**

Six (6) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition as the Kids Zone Sponsor in Kids Zone and during race announcements.  
Recognition in event brochure.  
Opportunity to provide signage in Kids Zone.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Name on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

## Exclusive Race Sponsorship Opportunities *(Continued)*



### **SURVIVOR TENT SPONSOR**

**\$2,000**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)

Recognition in pre-event invitations mailed to 2,500+ contacts.

Recognition as the Survivor Tent Sponsor during race announcements.

Opportunity to provide signage in Survivor Tent.

Logo recognition on Foundation and event registration websites and social media (with hyperlink)

Name on event t-shirts.

Opportunity for vendor booth in main event area.

Opportunity to provide promotional materials in goody bags for all participants.

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### **HYDRATION STATION SPONSOR**

**\$800**

Logo recognition at exclusive Hydration Station stops on the course.

Opportunity for company advertising and employee volunteers at Hydration Stations.

Recognition in pre-event invitations mailed to 2,500+ contacts.

Logo recognition on Foundation and event registration websites and social media

Name on event t-shirts.

Opportunity to provide promotional materials in goody bags for all participants.

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### **FLAG GARDEN SPONSOR**

**\$750**

Recognition as Flag Garden Sponsor during race announcements.

Name on event t-shirts.

Recognition in pre-event invitations mailed to 2,500+ contacts.

Logo recognition on Foundation and event registration websites and social media

Opportunity for vendor booth in main event area.

Opportunity to provide promotional materials in goody bags for all participants.



## Exclusive Course Sponsorship Opportunities



### **SPIRIT WALK SPONSOR**

**\$5,000**

Eight (8) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Verbal recognition during race announcements and opportunity to provide signage or a banner.  
Opportunity for team to stand at the starting line of the Spirit Walk.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Logo on event t-shirts.  
Opportunity for commercial on jumbotron during race.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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### **5K COURSE SPONSOR**

**\$4,000**

Six (6) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition as 5K Course Sponsor at the start of the 5K race.  
Opportunity to provide signage or a banner.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Logo on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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### **10K COURSE SPONSOR**

**\$3,000**

Six (6) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Recognition as 10K Course Sponsor at the beginning of the 10K race.  
Opportunity to provide signage or a banner.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Logo on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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### **BEER GARDEN SPONSOR**

**\$2,000**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Logo recognition at exclusive Beverage and Bar Area on bar napkins and signage.  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Name on event t-shirts.  
Opportunity for vendor booth in main event area.  
Logo recognition on Foundation and event registration websites and social media (with hyperlink)  
Opportunity to provide promotional materials in goody bags for all participants.



## Exclusive Course Sponsorship Opportunities *(Continued)*



### HOSPITALITY TENT SPONSOR

**\$1,500**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Logo recognition on Foundation and event registration websites and social media  
Opportunity for company involvement and employee volunteer opportunity at Hospitality Tent.  
Logo recognition at Hospitality Tent.  
Logo/Company Name on event t-shirts.  
Opportunity for vendor booth in main event area.

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### FINISH LINE SPONSOR

**\$1,500**

Four (4) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Logo recognition at Finish Line  
Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo recognition on Foundation and event registration websites and social media  
Company Name on event t-shirts.  
Opportunity for vendor booth in main event area.  
Opportunity to provide promotional materials in goody bags for all participants.

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### HOPE SPONSOR *(Unlimited Sponsorship Opportunity)*

**\$1,200**

Two (2) Race Registrations (5K, 10K, or One Mile Spirit Walk and Event T-Shirt)  
Name recognition on Foundation and event registration websites and social media  
Name on event t-shirts.

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### MILE MARKER SPONSOR *(5 Available)*

**\$300**

Recognition in pre-event invitations mailed to 2,500+ contacts.  
Logo/Company Name on ONE (1) One Mile Marker  
Logo recognition on Foundation and event registration websites and social media  
Company name on event t-shirts.





## 2023 SPONSORSHIP REGISTRATION FORM

- |  |  |
|--|--|
| <input type="checkbox"/> Presenting Sponsor                | <input type="checkbox"/> Celebration of Light Sponsor                    |
| <input type="checkbox"/> Plaza Sponsor                     | <input type="checkbox"/> Luminaria Sponsor                               |
| <input type="checkbox"/> Champion Sponsor                  | <input type="checkbox"/> Entertainment Sponsor                           |
| <input type="checkbox"/> Marketing and Print Sponsor       | <input type="checkbox"/> Pot Luck Sponsor ( <i>Food Truck Sponsor</i> )  |
| <input type="checkbox"/> Staff and Volunteer Shirt Sponsor | <input type="checkbox"/> Spirit Walk Sponsor                             |
| <input type="checkbox"/> Registration Sponsor              | <input type="checkbox"/> 5K Sponsor                                      |
| <input type="checkbox"/> Finisher Medal Sponsor            | <input type="checkbox"/> 10K Sponsor                                     |
| <input type="checkbox"/> Race Bib Sponsor                  | <input type="checkbox"/> Beer Garden Sponsor                             |
| <input type="checkbox"/> Award Ceremony Sponsor            | <input type="checkbox"/> Hospitality Tent Sponsor                        |
| <input type="checkbox"/> Kid Zone Sponsor                  | <input type="checkbox"/> Finish Line Sponsor                             |
| <input type="checkbox"/> Survivor Tent Sponsor             | <input type="checkbox"/> Hope Sponsor ( <i>Unlimited</i> )               |
| <input type="checkbox"/> Hydration Station Sponsor         | <input type="checkbox"/> Mile Marker Sponsor ( <i>Only 5 Available</i> ) |
| <input type="checkbox"/> Flag Garden Sponsor               |  |

Company Name \_\_\_\_\_ Date \_\_\_\_\_  
(As you'd like it to appear in recognition.)

Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

### Payment Information

- ☐ My payment is enclosed.  
(Check, cash, or money order)
- ☐ Please invoice me on \_\_\_\_\_.  
(MM/DD/YY)
- ☐ I would like to pay online or over the phone via credit card.
- ☐ I would like to make pledge payments and be invoiced on a monthly basis beginning \_\_\_\_\_.  
(MM/DD - All sponsorships must be paid in full by December 31, 2023.)

Signature: \_\_\_\_\_

Date \_\_\_\_\_

Scan to complete the form  
and submit payment online!

