



2023 SPONSORSHIP OPPORTUNITIES

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

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	
Molly's, Mile 5K & 10K Start	8:00am
Awards Ceremony	10:00am

CONTACT US

Amy Bunting, Director:
aebunting@southeasthealth.org

Jill Hoops, Special Events Manager:
jahoops@southeasthealth.org

MeLeah Bennett, Donor Relations Specialist:
mbennett@southeasthealth.org

Scan to complete the form
and submit payment online!





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.

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.

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 on Friday, October 20 and Saturday, October 21.

To receive all sponsorship benefits, please reply before August 31, 2023.

Exclusive Sponsorship Opportunities



PRESENTING SPONSOR

\$25,000

Sixteen (16) Race Registrations (5K, 10K, or Monthly Mile and Event T-Shirt)
Recognition as Title Sponsor: "Champions 2023: Presented by YOUR COMPANY"
Logo recognition on Foundation event registration websites and social media (with hyperlink)
Recognition as Title Sponsor on pre-event emails mailed to 2,500+ contacts.
Logo featured on all event materials (T-Shirts, Save the Dates, etc.)
Sponsor logo included on standard event communication and co-branded event signage.
Opportunity to 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.

PLAZA SPONSOR

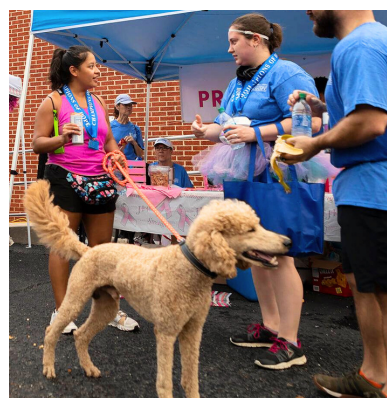
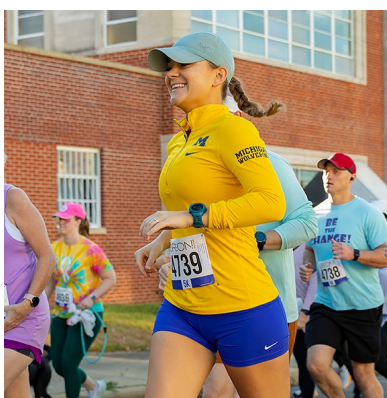
\$8,000

Ten (10) Race Registrations (5K, 10K, or Monthly Mile and Event T-Shirt)
Exclusive recognition over Plaza during event opening ceremony.
Recognition on pre-event email mailed to 2,500+ contacts.
Logo recognition on Foundation event registration websites and social media (with hyperlink)
Verbal recognition during race announcements, and award ceremony.
Opportunity for vendor booth in main event area.

CHAMPION SPONSOR

\$5,000

Eight (8) Race Registrations (5K, 10K, or Monthly Mile and Event T-Shirt)
Opportunity for competition on photobooth at race.
Company logo included on standard event communication to all participants.
Opportunity to present with the Foundation an event activity (ex: photobooth, "Selfie Stop")
Logo recognition on Foundation event registration websites and social media (with hyperlink)
Recognition during race announcements and during award ceremony.
Opportunity for vendor booth in main event area.





MARKETING AND PRINT SPONSOR

\$4,000

SOLD

Eight (8) Race Registrations (5K, 10K, or Molly's Mile) and Event T-Shirt
Logo recognition on 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.

STAFF AND VOLUNTEER SHIRT SPONSOR

\$3,000

Eight (8) Race Registrations (5K, 10K, or Molly's Mile) 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.

REGISTRATION SPONSOR

\$1,500

SOLD

Four (4) Race Registrations (5K, 10K, or Molly's Mile) and Event T-Shirt
Logo recognition on event registration websites and social media
Opportunity for exclusive company logo on staff and employee volunteer opportunity at registration.
Logo recognition on event registration websites and social media (with hyperlink)
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 Molly's Mile 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.

LUMINARIA SPONSOR

\$3,000

Six (6) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Logo recognition on Celebration of Light Ceremony signage.
Recognition 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 logo on event t-shirts.
Opportunity for vendor booth in main event area.

ENTERTAINMENT SPONSOR

\$2,000

Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
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
Company logo on event t-shirts.
Opportunity for vendor booth in main event area.

POT LUCK SPONSOR *(Food Truck Sponsor)*

\$1,500

Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Exclusive logo recognition on Food Truck Station signage.
Recognition in pre-event invitations mailed to 2,500+ contacts.
Logo recognition on Foundation and event registration websites and social media
Company logo on event t-shirts.
Opportunity for vendor booth in main event area.

Exclusive Race Sponsorship Opportunities



FINISHER MEDAL SPONSOR

\$8,000

Ten (10) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Rights to Finisher Medal design with approval from Southeast Health (up to 1,500 participants)
Logo on event t-shirt
Recognition in pre-event invitations mailed to 100+ contacts.
Opportunity to be on stage at award ceremony.
Opportunity to be 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.

RACE BIB SPONSOR

\$5,000

Eight (8) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Logo on event t-shirt
Exclusive placement of 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.
Recognition during race announcements.

AWARD CEREMONY SPONSOR

\$3,000

Six (6) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Recognition in pre-event invitations mailed to 100+ contacts.
Logo recognition on Foundation and event registration websites and social media (with hyperlink)
Logo on event t-shirt
Opportunity to provide signage in award ceremony area.
Opportunity for vendor booth in main event area.
Verbal recognition during award ceremony.

KIDS ZONE SPONSOR

\$3,000

Six (6) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Recognition as the Kids Zone Sponsor in Kids Zone and during race announcements.
Opportunity to provide signage in Kids Zone.
Logo recognition on Foundation and event registration websites and social media (with hyperlink)
Company name on event t-shirts.
Opportunity for vendor booth in main event area.

Exclusive Race Sponsorship Opportunities *(Continued)*



SURVIVOR TENT SPONSOR

\$2,000

Four (4) Race Registrations (5K, 10K, or Marathon) and Event T-Shirt)
Recognition on pre-event station emailed to 2,500+ contacts.
Recognition on the Survivor Tent Sponsor during race announcements.
Opportunity to provide shade in the Survivor Tent.
Logo recognition on Foundation and event registration websites and social media (with hyperlink)
Company name on event t-shirts.
Opportunity for vendor booth in main event area.

HYDRATION STATION SPONSOR

\$800

Logo recognition at each Hydration Station stops on the course.
Opportunity to provide water and electrolyte volunteers at Hydration Stations.
Recognition on pre-event station emailed to 2,500+ contacts.
Logo recognition on Foundation and event registration websites and social media
Company name on event t-shirts.

FLAG GARDEN SPONSOR

\$750

Recognition as Flag Garden Sponsor during race announcements.
Company name on event t-shirts.
Recognition on pre-event station emailed to 2,500+ contacts.
Logo recognition on Foundation and event registration websites and social media
Opportunity for vendor booth in main event area.



Exclusive Course Sponsorship Opportunities



MOLLY'S MILE SPONSOR

\$5,000

SOLD

Eight (8) Race Registrations (5K, 10K, or Molly's Mile) and Event T-Shirt)
Recognition in pre-event invitations mailed to 2,500+ contacts.
Verbal recognition during race and opportunity to provide signage or a banner.
Opportunity to be named at the starting line of Molly's Mile.
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.

5K COURSE SPONSOR

\$4,000

SOLD

Six (6) Race Registrations (5K, 10K, or Molly's Mile) 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.

10K COURSE SPONSOR

\$3,000

Six (6) Race Registrations (5K, 10K, or Molly's Mile) 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.

BEER GARDEN SPONSOR

\$2,000

SOLD

Four (4) Race Registrations (5K, 10K, or Molly's Mile) and Event T-Shirt)
Logo recognition at Beer Garden and signage on bar napkins and signage.
Recognition in pre-event invitations mailed to 2,500+ contacts.
Company 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)

Exclusive Course Sponsorship Opportunities *(Continued)*



HOSPITALITY TENT SPONSOR

\$1,500

Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Logo recognition on Foundation and event registration websites and social media
Opportunity for company name on event t-shirts and employee volunteer opportunity at Hospitality Tent.
Logo recognition at Hospitality Tent area.
Logo/Company Name on event t-shirts.
Opportunity for vendor booth in main event area.

FINISH LINE SPONSOR

\$1,500

Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Logo recognition at Finish Line
Recognition on pre-event statistics email to 1,500+ 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.

HOPE SPONSOR *(Unlimited Sponsorship Opportunity)*

\$1,200

Two (2) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
Name recognition on Foundation and event registration websites and social media
Company name on event t-shirts.

MILE MARKER SPONSOR *(Unlimited Sponsorship Opportunity)*

\$300

Recognition on pre-event statistics email to 1,500+ contacts.
Logo/Company Name on 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"/> Molly's Mile 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 _____