



SOUTHEAST HEALTH FOUNDATION

# CHAMPIONS OF HOPE

PRESENTED BY THE FAMILY OF SUSAN FISCHER

## Champions of Hope | Saturday, October 19 | 8:00 am

Celebration of Light Ceremony | Friday, October 18 | 7:00 pm

*The Plant | 308 N St. Andrews Street | Downtown Dothan*

## 2024 SPONSORSHIP PACKET

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 sixteenth 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. 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 continued 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 OF EVENTS

### Friday, October 18, 2024

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

### Saturday, October 19, 2024

Onsite Registration 6:30 am  
Packet Pick Up  
Champions Plaza Opens  
Molly's Mile, 5K & 10K Start 8:00 am



## CONTACT INFORMATION



334.673.4150



sehealthfoundation@southeasthealth.org



www.sehealthfoundation.org



1922 Fairview Avenue  
Dothan, Alabama 36303



Monday - Friday  
8:00 am - 4:30 pm



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## EVENT OVERVIEW

The only event of this kind in the Wiregrass, Champions of Hope is the largest cancer fundraiser in the community. The funds raised benefit local cancer patients by providing access to innovative programs, specialized services, and the latest technology available for cancer detection and treatment.

Whether you participate as a sponsor, vendor, Team Captain, attendee, or volunteer, you will leave a lasting impact on thousands of lives in our community. Gather your network, friends, and family to help ensure local cancer patients can get the care they need, right here at home.

## EXCLUSIVE SPONSORSHIPS AND COMMUNITY VISIBILITY

Based on the sponsorship level selected, your business could receive exposure and recognition in print and digital marketing materials such as social media, direct-mail pieces, flyers, and billboards. The event welcomes a diverse crowd of over 1200 attendees to promote your products and services.

If you are interested in a sponsorship at a level not listed in the packet, please contact the Southeast Health Foundation to discuss custom options.

Designated sponsors can reserve a vendor booth in the Champion Plaza to promote our business and sell products at the Celebration of Light Ceremony on October 18, and on race day, October 19.



## IN-KIND PARTNERSHIP OPPORTUNITIES

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 the Foundation at [sehealthfoundation@southeasthealth.org](mailto:sehealthfoundation@southeasthealth.org) or call 334.673.4150.

# EXCLUSIVE OPPORTUNITIES



## PRESENTING SPONSOR

**\$25,000**

- Sixteen (16) Race Registrations (5K, 10K, or Molly's Mile 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 save the date postcard mailed to 2,500+ contacts.
- Logo featured on all event promotional materials.
- Sponsor logo included on standard event communication and co-branded event signage.
- Company name included in pre-event media releases.
- 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

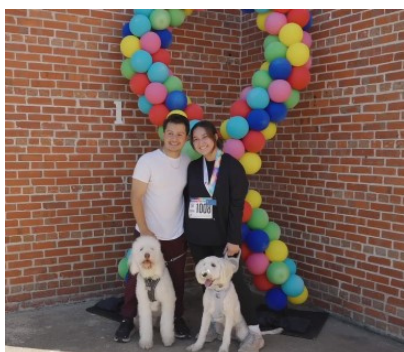
**\$8,000**

- Ten (10) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Exclusive recognition in the event plaza.
- 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.

## FINISHER MEDAL SPONSOR

**\$8,000**

- Ten (10) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Rights to Finisher Medal ribbon design with approval from Southeast Health Foundation
- Recognition in pre-event invitations mailed to 2,500+ contacts.
- Opportunity for check presentation at Award Ceremony.
- 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.







## MOLLY'S MILE SPONSOR

**\$5,000**

- 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 announcements and opportunity to provide signage or a banner.
- Opportunity for your team to be the lead team for Molly's Mile Walk.
- Logo recognition on Foundation and event registration websites and social media (with hyperlink)
- Logo on event t-shirts.
- Opportunity to provide promotional materials in goody bags for all participants.

## RACE BIB SPONSOR

**\$5,000**

- Eight (8) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Exclusive logo placement on each participant race bib used during race (up to 1,500 participants)
- Logo on event t-shirts.
- Logo recognition on Foundation and event registration websites and social media (with hyperlink)
- Opportunity to provide promotional materials in goody bags for all participants.
- Recognition during race announcements.

## CHAMPION SPONSOR

**\$5,000**

- Eight (8) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Company Name/Logo included on standard event communication to all participants.
- Logo recognition on Foundation and event registration websites and social media (with hyperlink)
- Recognition during race announcements and during award ceremony.
- Opportunity to provide promotional materials in goody bags for all participants.

## 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 and event registration websites and social media Logo on event t-shirts.
- Opportunity to provide promotional materials in goody bags for all participants.

## MARKETING & PRINT SPONSOR

**\$4,000**

- Eight (8) Race Registrations (5K, 10K, or Molly's Mile 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 to provide promotional materials in goody bags for all participants.



## 5K COURSE SPONSOR

**\$4,000**

- Six (6) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Recognition as SK Course Sponsor at the start of the SK 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 to provide promotional materials in goody bags for all participants

## LUMINARIA SPONSOR

**\$4,000**

- Six (6) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt}
- Logo recognition on Celebration of Light Ceremony signage.
- Logo on Luminaria bags.
- 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 to provide promotional materials in goody bags for all participants.

## STAFF & 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 to provide promotional materials in goody bags for all participants.
- Logo on event t-shirts.

## 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 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 to provide promotional materials in goody bags for all participants.
- 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)
- Logo on event t-shirts.
- Opportunity to provide promotional materials in goody bags for all participants.

## WINGS OF HOPE SPONSOR

**\$3,000**

- Eight (8) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Exclusive logo/name recognition on butterfly release boxes, event signage, and promotional materials
- Opportunity to make brief announcement prior to the start of the butterfly release ceremony.
- Recognition in pre-event invitations mailed to 2,500+ contacts.
- Logo/Company Name recognition on Foundation and event registration websites and social media
- Logo on event t-shirts

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

## ROUTE PHOTOGRAPHY SPONSOR

**\$3,000**

- Six (6) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Logo on all participant photos taken on the 5K, 10K, and Molly's Mile routes and sent electronically to each participant following the event. (*photography by EnMotive*)
- 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 to provide promotional materials in goody bags for all participants.

## BEER GARDEN SPONSOR

**\$2,000**

- Four (4) Race Registrations (5K, 10K, or Molly's Mile 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.
- Logo on event t-shirts.
- Logo recognition on Foundation and event registration websites and social media (with hyperlink)
- Opportunity to provide promotional materials in goody bags for all participants.



## ENTERTAINMENT SPONSOR

**\$2,000**

- Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Recognition at main stage during Celebration of Light Ceremony & during race day.
- 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 to provide promotional materials in goody bags for all participants.

## REGISTRATION SPONSOR

**\$2,000**

- 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 exclusive company advertising and employee volunteer opportunity at registration.
- Logo recognition at the Registration area.
- Recognition in pre-event invitations mailed to 2,500+ contacts.
- Logo on event t-shirts.
- Opportunity to provide promotional materials in goody bags for all participants.

## SURVIVOR TENT SPONSOR

**\$2,000**

- Four (4) Race Registrations (5K, 10K, or Molly's Mile 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)
- Logo on event t-shirts.
- Opportunity to provide promotional materials at the Survivor Tent for participants.

## FOOD TRUCK AREA SPONSOR

**\$1,500**

- Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Exclusive logo recognition at the Food Truck area.
- 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 to provide promotional materials in goody bags for all participants.



## EXCLUSIVE OPPORTUNITIES *continued*



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

### 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.
- Recognition in pre-event invitations mailed to 2,500+ contacts.
- Opportunity for company advertising and employee volunteer opportunity at Hospitality Tent.
- Logo recognition at Hospitality Tent area.
- Company Name on event t-shirts.

### FLAG GARDEN SPONSOR

**\$750**

- Recognition as Flag Garden Sponsor during race announcements.
- Name on event t-shirts.
- Logo recognition on Foundation and event registration websites and social media
- Opportunity to provide promotional materials in goody bags for all participants.

## LIMITED OPPORTUNITIES

### MILE MARKER SPONSOR (8 Available)

**\$600**

- Logo/Company Name on a Mile Marker sign along the 5K or 10K routes.
- Recognition on Foundation and event registration websites and social media
- Company name on event t-shirts.

## UNLIMITED OPPORTUNITIES

### HOPE SPONSOR

**\$1,200**

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





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# 2024 SPONSORSHIP COMMITMENT FORM

- Presenting Sponsor
- Plaza Sponsor
- Finisher Medal Sponsor
- Molly's Mile Sponsor
- Race Bib Sponsor
- Champion Sponsor
- Celebration of Light Sponsor
- Marketing & Print Sponsor
- 5K Course Sponsor
- Luminaria Sponsor
- Staff & Volunteer Shirt Sponsor
- Award Ceremony Sponsor
- Kids Zone Sponsor
- Wings of Hope Sponsor
- 10K Course Sponsor
- Route Photography Sponsor
- Beer Garden Sponsor
- Entertainment Sponsor
- Registration Sponsor
- Survivor Tent Sponsor
- Food Truck Sponsor
- Finish Line Sponsor
- Hospitality Tent Sponsor
- Flag Garden Sponsor
- Mile Marker Sponsor (*8 available*)
- Hope Sponsor (*UNLIMITED*)

COMPANY NAME \_\_\_\_\_ DATE \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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/YY)

*All sponsorships must be paid in full by December 31, 2024.*

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_