

Champions of Hope | Saturday, October 18 | 8:00 am

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

2025 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. 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.

This year's proceeds will support the purchase of a Blood Product Irradiator for the Southeast Health Medical Center. This irradiator will make blood transfusions safer for people with weak immune systems. It stops a serious problem called Transfusion-Associated Graft-vs-Host Disease, which can be deadly for cancer patients receiving chemo or radiation.

Celebrating its sixteenth year, Champions of Hope will take place in downtown Dothan at The Plant. Join us for an inspirational day with food and beverages, music, race awards, giveaways, high-energy activities for all ages, and more!

SCHEDULE OF EVENTS

Friday, October 17, 2025

Onsite Registration 4 - 7:00 pm
Early Packet Pick Up

Saturday, October 18, 2025

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



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 on race day, Saturday, October 18, 2025.



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 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 Health 2025: 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 on-stage 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.

FINISHER MEDAL SPONSOR

\$10,000

- Ten (12) 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 invitation mailed to 2,500+ contacts.
- Opportunity for on-stage 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.

RACE BIB SPONSOR

\$10,000

- Ten (10) 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.

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.

EXCLUSIVE OPPORTUNITIES *continued*



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.

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.

MARKETING & PRINT SPONSOR

\$5,000

- 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, etc.)
- Company name included in pre-event media releases.
- Opportunity to provide promotional materials in goody bags for all participants.

5K COURSE SPONSOR

\$5,000

- Eight(8) 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 to provide promotional materials in goody bags for all participants

STAFF & VOLUNTEER SHIRT SPONSOR

\$4,000

- Six (6) 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.

EXCLUSIVE OPPORTUNITIES *continued*



AWARD CEREMONY SPONSOR

\$3,000

- Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Recognition in pre-event invitations mailed to 2,500+ contacts.
- 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.

WINGS OF HOPE SPONSOR

\$3,000

- Four (4) 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

- Four (4) 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.

BEER GARDEN SPONSOR

\$2,000

- Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Logo recognition at exclusive coverage 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.



EXCLUSIVE OPPORTUNITIES *continued*



ENTERTAINMENT SPONSOR

\$2,000

- Four (4) Race Registrations (5K, 10K, or Molly's Mile and Event T-Shirt)
- Recognition at main stage 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.

FINISH LINE SPONSOR

\$2,000

- 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

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

EXCLUSIVE OPPORTUNITIES *continued*



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 place promotional materials in goody bags for all participants.

LIMITED OPPORTUNITIES

MILE MARKER SPONSOR (8 Available)

\$800

- 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

\$1,500

- 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.



2025 SPONSORSHIP COMMITMENT FORM

___ Presenting Sponsor.....\$25,000
___ Finisher Medal Sponsor.....\$10,000
___ Race Bib Sponsor.....\$10,000
___ Plaza Sponsor.....\$8,000
___ Molly's Mile Sponsor.....\$5,000
___ Champion Sponsor.....\$5,000
___ Marketing & Print Sponsor.....\$5,000
___ 5K Course Sponsor.....\$5,000
___ Staff & Volunteer Shirt Sponsor.....\$4,000
___ Award Ceremony Sponsor.....\$3,000
___ Wings of Hope Sponsor.....\$3,000
___ 10K Course Sponsor.....\$3,000

___ Beer Garden Sponsor.....\$2,000
___ Entertainment Sponsor.....\$2,000
___ Registration Sponsor.....\$2,000
___ Survivor Tent Sponsor.....\$2,000
___ Finish Line Sponsor.....\$2,000
___ Hospitality Tent Sponsor.....\$2,000
___ Flag Garden Sponsor.....\$750

LIMITED OPPORTUNITIES

___ Mile Marker Sponsor.....\$800
(8 available)

UNLIMITED OPPORTUNITIES

___ Hope Sponsor.....\$1500

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, 2025.

AUTHORIZED SIGNATURE _____

DATE _____