

## Sponsorship Packages

On Saturday, September 18, 2021 the third annual Better2gether RVA Cares 5K will be held to benefit Better2gether, a local nonprofit providing family support services for children with rare and complex medical illnesses. We invite walkers, runners, joggers and rollers (baby strollers and wheelchairs) of all ages to come out and participate. Even if you can't join in the race, come support a great cause and have a good time doing so!

### TITLE SPONSOR

**\$7,500**

- “The Better2gether RVA Cares 5K presented by (Your Company Name Here)”
- Listed as title sponsor on race website, newsletter and social media platforms with company logo and link
- Listed as title sponsor on all printed event materials
- Most prominent and largest display of logo on all race day t-shirts
- Most prominent recognition on all race advertisements
- Placement of promotional materials inside race packets
- Prominent inclusion in event press release
- (10) complimentary race entries
- Table and banner with company logo provided for corporate promotion pre and post event

### PLATINUM SPONSOR

**\$5,000**

- Title award sponsor: “Award ceremony sponsored by (Your Company Name)” after race
- Award ceremony branding and prominent company logo with link on race website, newsletter and social media platforms
- Award ceremony branding on all printed materials
- Prominent display of logo on all race day t-shirts
- PA announcements for branded award ceremony during registration and race
- Logo displayed on (3) yard signs along race course
- Prominent recognition on all race advertisements.
- Placement of materials inside race packets
- (8) complimentary race entries
- Table and banner with company logo provided for corporate promotion pre and post event

### GOLD SPONSOR

**\$3,000**

- Logo placement and company link on race website, newsletter and social media platforms
- Display of logo on all race day t-shirts
- PA announcements post-race
- Logo displayed at (1) mile marker sign and (1) water station
- Recognition on all race advertisements
- Placement of materials inside race packets
- (2) yard signs with logo along race course
- (5) complimentary race entries
- Table provided for corporate promotion pre and post event

### SILVER SPONSOR

**\$2,000**

- Logo placement and company link on race website, newsletter and social media platforms
- Display of logo on all race day t-shirts
- PA announcements post-race
- Recognition on all race advertisements
- Placement of materials inside race packets
- (1) yard sign with logo along race course
- (3) complimentary race entries
- Table provided for corporate promotion pre and post event

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## BRONZE SPONSOR \$1,000

- Company name listed on race website, newsletter and social media platforms
- Display of logo on all race day t-shirts
- PA announcements post-race
- Recognition on all race advertisements
- Placement of materials inside race packets
- (1) yard sign with logo along race course
- (1) complimentary race entry
- Table provided for corporate promotion pre and post event

## SUPPORTING SPONSOR \$500

- Company name listed on race website, newsletter and social media platforms
- Company logo displayed near Registration

**\*\*All sponsors are provided a *Sponsorship Toolkit* including pre-designed press release, social media posts, logos and graphics to use in promoting your partnership and participation in the Better2gether RVA Cares 5K.**

# Sponsorship Form

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Company/Organization Name: \_\_\_\_\_

Company Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

### Sponsorship Level (Please check one):

TITLE SPONSOR - \$7,500

SILVER SPONSOR - \$2,000

PLATINUM SPONSOR - \$5,000

BRONZE SPONSOR - \$1,000

GOLD SPONSOR - \$3,000

SUPPORTING SPONSOR - \$500

Amount Enclosed: \_\_\_\_\_

Please contact Stephanie Becker for more information

Please detach this form and mail form with payment payable to:

Stephanie Becker  
(804) 334-8702  
stephanie@better2getherrva.org

Better2gether RVA Cares 5K  
12120 Ormond Drive, Henrico, VA. 23233

#### LOGO INFORMATION:

Please send JPEG or PNG logo for website inclusion to  
stephanie@better2getherrva.org

Please send an EPS/Vector logo for t-shirt by August 27, 2021