

• WEST CREEK PARKWAY, PERFORMANCE FOOD GROUP | OCTOBER 29, 2022 •

TITLE - \$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

GOLD - \$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

PLATINUM - \$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

SILVER - \$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

continued on following page





4TH ANNUAL RVA CARES 5K

SPONSORSHIP OPPORTUNITIES

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BRONZE - \$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 - \$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.*



ABOUT BETTER2GETHER

Better2gether is a local nonprofit providing family support services for children with rare and complex medical illnesses in Richmond. Visit better2getherrva.org for more information.

WHY YOU SHOULD GET INVOLVED

It's good for our community. Your sponsorship helps B2G provide support services, mentorship, counsel, and recreational programming for families of children with medical complexity.

It's good for business. Your sponsorship demonstrates your commitment to the community and puts your business in front of event participants, fellow like-minded businesses, and other strategic audiences.

Contact: Stephanie Becker, Stephanie@better2getherrva.org, (804) 334-8702