



## CARING FOR KIDS WITH COMPLEX ILLNESSES

Better2gether RVA's mission is to support the overall health & well-being of children with medically complex illnesses and their families. We partner with the Children's Hospital of Richmond at VCU to provide resources that make the journey easier for kids treated in the Complex Care Clinic. Here's how we help in clinic & at home:



give Better Bags with items to help kids & parents feel ready for hospital stays & clinic visits.



offer financial assistance for costs associated with medical care, such as meals & gas.



host Moments Caregiver Support Group sessions to provide educational & emotional care.



fund a part-time Resource Support Coordinator to provide referrals & connection for B2G families.

Help us be there for more families. Join our Better2gether sponsor community!



[Better2getherRVA.org](https://www.better2getherRVA.org)



804-334-8702



[stephanie@better2getherRVA.org](mailto:stephanie@better2getherRVA.org)



BETTER2GETHER

# HALLOWEEN HUSTLE 5K

GHOSTBUSTIN' STYLE

PRESENTED BY



OCTOBER

29

SATURDAY

9:00  
AM

Performance Food Group - West Creek Pkwy

- ☀ Participant T-Shirt
- ☀ Kids Fun Run
- ☀ Costume Contest
- ☀ Prizes
- ☀ Post-Race Festival
- ☀ Food & Music

Better 2  
Together

HalloweenHustle5K.org



BETTER 2GETHER

# HALLOWEEN HUSTLE 5K

SPONSORSHIP OPPORTUNITIES

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

## PLATINUM - \$5,000 1 REMAINING

- exclusive naming sponsorship opportunity: "(Your Company Name) Kids Fun Run" or "(Your Company Name) Post-Race Festival"
- prominent placement of company logo with link on race website and emails
- logo included on event flyer
- sponsor spotlight and tag on social media (B2G team will coordinate a photo opportunity)
- prominent placement of logo on race day t-shirt
- prominent placement of logo event signage
- PA announcements during race & festival
- opportunity to provide materials in race packets
- 10 complimentary race entries
- table and signage provided at race festival

**Your sponsorship will ease 25 families' financial burden with gift card support as they care for their child.**

## GOLD - \$3,000 4 AVAILABLE

- logo displayed exclusively at mile marker sign (2 available) or water station (2 available)
- opportunity for your company to add branding & people at designated race spot
- hyperlinked logo on race website & emails
- logo included on event flyer
- sponsor spotlight and tag on social media (B2G team will coordinate a photo opportunity)
- logo on race day t-shirt & event signage
- PA announcements during race & festival
- opportunity to provide materials in race packets
- 8 complimentary race entries
- table and signage provided at race festival

**Your sponsorship will ease 15 families' financial burden with gift card support as they care for their child.**

## SILVER - \$2,000

- hyperlinked logo on race website & emails
- logo on race day t-shirt
- PA announcements during race & festival
- logo on sponsor event signage
- 1 yard sign with logo along race course
- opportunity to provide materials in race packets
- 5 complimentary race entries
- table and signage provided at race festival

**Your sponsorship will ease 10 families' financial burden with gift card support as they care for their child.**

## BRONZE - \$1,000

- hyperlinked logo on race website & emails
- logo on race day t-shirt
- PA announcements during race & festival
- logo on sponsor event signage
- opportunity to provide materials in race packets
- 1 yard sign with logo along race course
- 2 complimentary race entry
- table and signage provided at race festival

**Your sponsorship will ease 5 families' financial burden with gift card support as they care for their child.**

## SUPPORTING - \$500

- hyperlinked logo on race website & emails
- logo on sponsor event signage
- 2 complimentary race entry
- table and signage provided at race festival

**Your sponsorship will ease 2 families' financial burden with gift card support as they care for their child.**

Contact Britt Nelson, Event & Marketing Coordinator, for additional sponsorship opportunities: [britt@better2gethervva.org](mailto:britt@better2gethervva.org) or 804-305-2836.