

# STEPS of SUCCESS 5K RUN/WALK

MORE THAN A RACE. A PATHWAY TO SUCCESS!

Saturday, September 8th, 2018  
Shelby Park (8:00 a.m)

## SMALL BUSINESS SPONSOR PARTNERSHIP OPPORTUNITIES

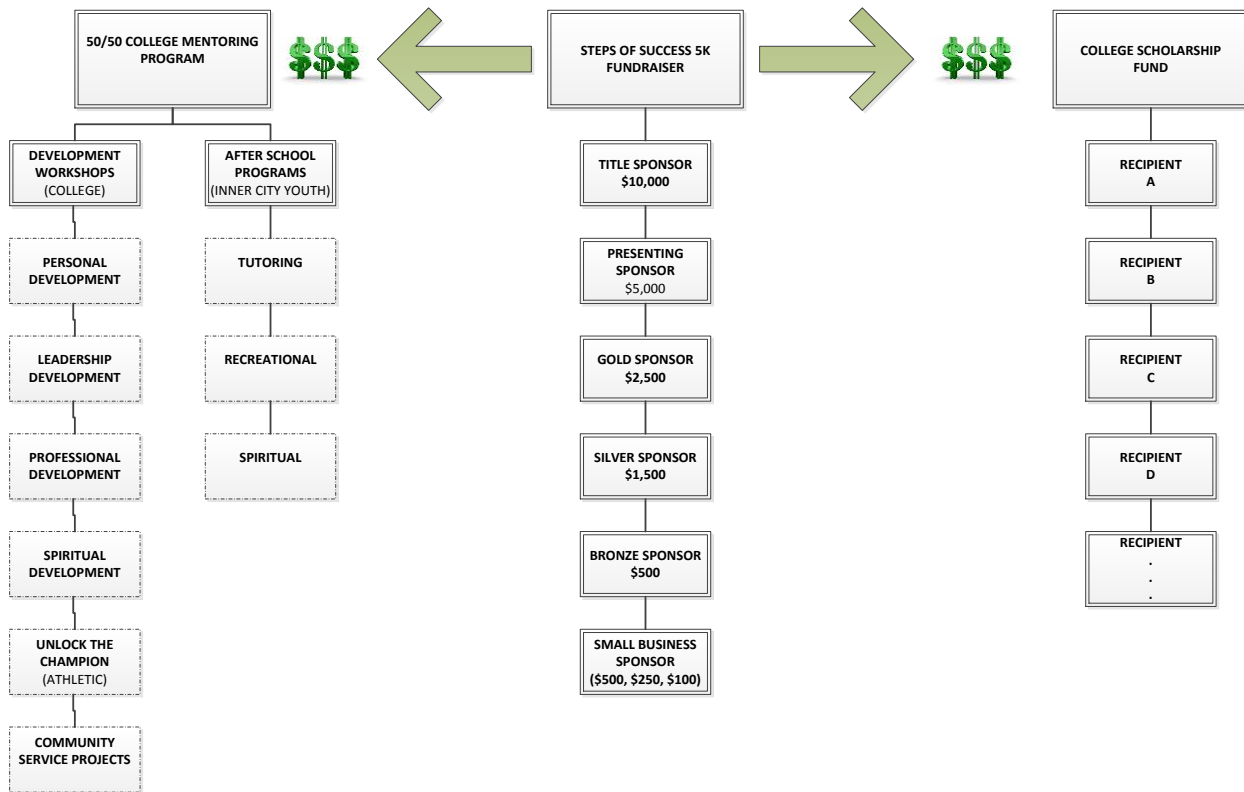


# WHY SPONSOR?



When other races end, our work just begins at the Steps of Success 5K! Your sponsorship doesn't help fund a single run/walk day, but an investment into the future success of college students and inner city youth in Nashville, TN in the form of college scholarships and mentor programs and services.

**Our mission is simple: Ignite, Inspire and Transform Lives!** We seek passionate businesses, organizations and individuals who see the value in our mission and welcome the opportunity to create a successful **pathway** for the personal, educational, health, leadership and professional development of our youth.



## Multi-year Corporate Sponsor Statement

"We look forward to this event year after year. It's always fun to see the new employee who comes to me saying, 'there is a guy over there running in a full business suit!' We have supported Steps of Success 5K and this cause since the beginning when we brought just two employees and a tent. Now we bring our employees, runners and their families along with financial support as a corporate sponsor." – **Joe White (President, NovaCopy)**

### **2017 Race Demographics:**

- 412 registered runners
- 52 virtual participants from 17 different states including Misawa, Japan
- 100+ spectators
- 5,500 flyers, brochures and program literature distributed throughout Nashville, TN
- 10 E-blasts sent to over 1700 recipients
- 15+ registered vendors
- Over 1500 Social Media followers (Facebook, Instagram & Twitter)

### **Benefits:**

- High visibility
- Media coverage
- Strong consumer audience
- Product sampling/sales opportunities
- Employee awareness, team building and motivation
- Community relations
- Build consumer and brand loyalty
- Partnership with an event that reflects your organizations values and vision
- Give back to the community

## **2018 Small Business Opportunities**

### **\$500 – SMALL BUSINESS GOLD**

- Logo on main sponsor banner(s) throughout event and course
- Booth space in the vendor pavilion on event day (table, chair & tent INCLUDED)
- Logo on sponsor page of official website
- Logo on race "t-suit" t-shirts
- Opportunity to distribute promotional materials in 5K swag bags
- 2 complimentary race registration tickets

### **\$250 – SMALL BUSINESS SILVER**

- Logo on official "t-suit" t-shirts
- Booth space in the vendor pavilion on event day (table, chair & tent INCLUDED)
- Opportunity to distribute promotional materials in 5K swag bags
- 1 complimentary race registration ticket

### **\$100 – SMALL BUSINESS BRONZE**

- Booth space in the Vendor Pavilion (table, chair, tent NOT INCLUDED)
- Opportunity to distribute promotional materials in 5k swag bags

**Note:** Contact us to customize a sponsor partnership package for you! We value our local small businesses and the opportunity to serve you (615.997.6841 or [info@stepsofsuccess5k.org](mailto:info@stepsofsuccess5k.org))



**\_\_\_\_ YES! WE WILL PARTNER WITH THE STEPS OF SUCCESS 5K**

\$500 **SB Gold Sponsor**     \$250 **SB Silver Sponsor**     \$100 **SB Bronze Sponsor**

IN-KIND SPONSOR by providing: \_\_\_\_\_

I/We cannot commit to an official sponsorship, but please accept our DONATION of \$\_\_\_\_\_

**Sponsor:** \_\_\_\_\_ **Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please make check payable to Steps of Success 5k (mail check & form to):**

- P.O. Box 705, Hermitage, TN 37076
- **Call 615.997.6841** or click **DONATE** on website to pay by credit card
- Your donation is 100% tax-deductible minus fair market value of goods received

*\*\* Make a copy of this form for your records and mail to Steps of Success 5K, P.O. Box 705, Hermitage, TN 37076*

**Please submit logos (eps and jpeg format) to [info@stepsofsuccess5k.org](mailto:info@stepsofsuccess5k.org) by July 8th, 2018**

**STEPS OF SUCCESS 5K AND FAMILY FUN RUN/WALK**

**Saturday, September 8<sup>th</sup>, 2018**

**Shelby Park (Main Event Field)**

**8 AM – 5K RUN/WALK – 8:05 AM – 1 MILE FUN RUN/WALK**