

# STEPS of SUCCESS 5K RUN/WALK

MORE THAN A RACE. A PATHWAY TO SUCCESS!

Saturday, September 8th, 2018  
Shelby Park (8:00 AM)

## 2018 SPONSOR PARTNERSHIP PACKET



## WHY SPONSOR?

\* \* \* \* \*

**Our mission is simple: IGNITE, INSPIRE and TRANSFORM LIVES!** We seek businesses, organizations and individuals who see the value in our mission and will share in the process of creating a **pathway** that helps a student fund their education and succeed in life.

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 serves as an investment into the personal, educational, health, leadership and professional development of college students and inner city youth in Nashville, TN.



**\$100 – Vendor Booth** (Table, Chair NOT INCLUDED)

### **\$500 - BRONZE SPONSOR PARTNERSHIP**

- Company logo on t-shirts and official website
- Booth space in vendor pavilion to promote your business, products and/or services

### **\$1,500 - SILVER SPONSOR PARTNERSHIP**

- Bronze sponsor package above plus...
- Company logo on race day sponsor signage
- Acknowledgement as Silver Sponsor on main stage on race day
- Complimentary race registration for 2 participants

### **\$2,500 - GOLD SPONSOR PARTNERSHIP**

- Silver sponsor package above plus...
- Company logo on mile marker signage
- Company logo on all runners race bibs
- Booth space in vendor pavilion to promote your business, products and/or services
- Complimentary race registration for 5 participants

### **\$5,000 – PLATINUM SPONSOR**

- Gold sponsor package above plus...
- Company logo on start/finish line signage
- Acknowledgement at the race as Awards Ceremony Sponsor
- Complimentary race registration for 7 participants

### **\$10,000 – PRESENTING SPONSOR**

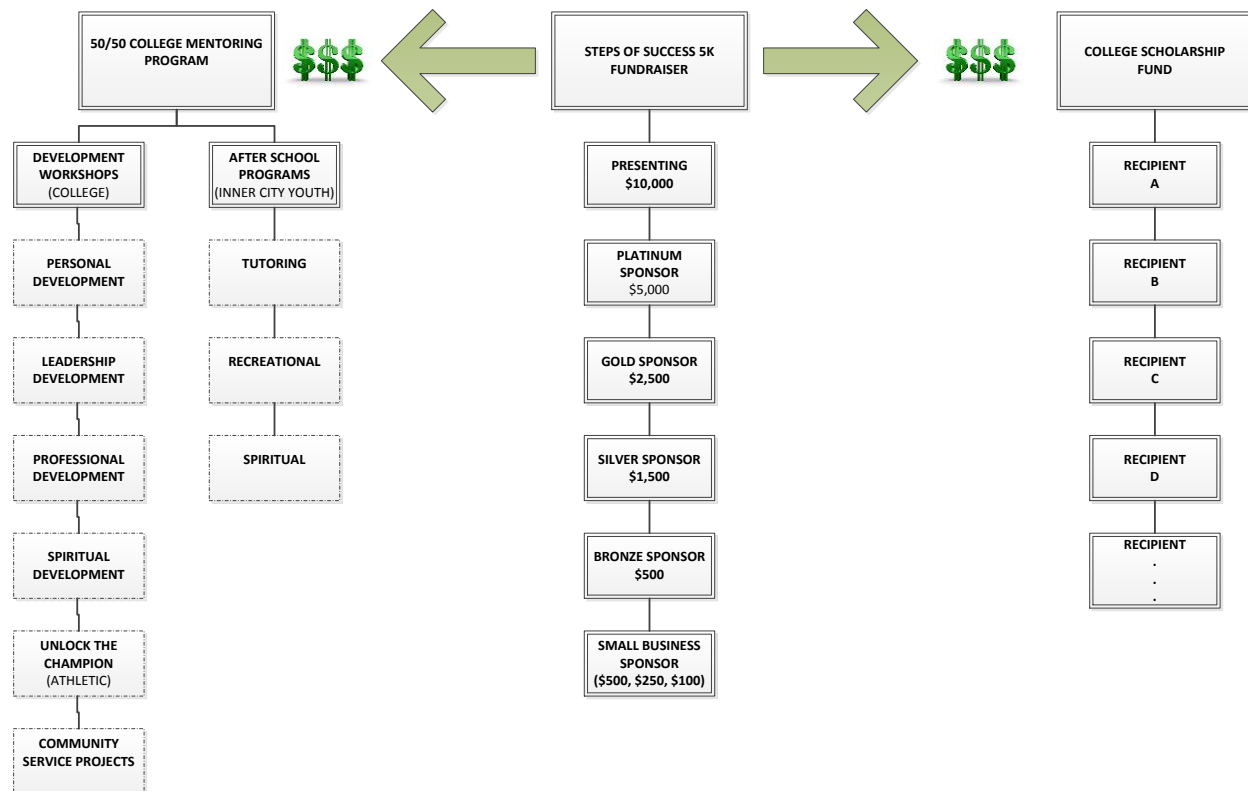
- Platinum sponsor package above plus...
- **2018 Steps of Success 5K "Company Name" Scholarship naming rights**
- Exclusive recognition as Presenting Sponsor for **2** events (5K and Mentor Workshops)
- Opportunity to facilitate 50/50 college mentoring program workshop session(s)
- Company logo and write-up on official website with direct link to company
- Acknowledgement as Presenting Sponsor at race and on all press/media communications
- Complimentary race registration for 10 participants

**Benefits:**

- High visibility
- Media coverage
- Strong consumer audience
- Product sampling/sales opportunities
- Employee awareness, team building and motivation
- Community relations and give back opportunity
- Build consumer and brand loyalty
- Partnership with an event that reflects your organizations values and vision
- 100+ spectators
- 5,500 flyers, brochures and program literature distributed
- 10 E-blasts sent to over 1700 recipients
- 15+ registered vendors
- Over 1500 Social Media followers (Facebook, Instagram & Twitter)

**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)





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

- |   |  |
|---|--|
| <input type="checkbox"/> \$10,000 <b>Presenting Sponsor</b> | <input type="checkbox"/> \$1,500 <b>Silver Sponsor</b> |
| <input type="checkbox"/> \$5,000 <b>Platinum Sponsor</b>    | <input type="checkbox"/> \$500 <b>Bronze Sponsor</b>   |
| <input type="checkbox"/> \$2,500 <b>Gold Sponsor</b>        | <input type="checkbox"/> \$100 <b>Vendor Booth</b>     |

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

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

**"SPONSOR A YOUTH" TO RUN/WALK FOR YOU**

How many youth would you like to sponsor (\$25 Per Youth): \_\_\_\_\_ Total Amount: \$\_\_\_\_\_

**Please submit high resolution logo in EPS and JPEG format  
[info@stepsofsuccess5k.org](mailto:info@stepsofsuccess5k.org) by July 8th, 2018**

**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** to pay by credit card
- Your donation is 100% tax-deductible minus fair market value of goods received
- **KEEP COPY OF THIS FORM FOR YOUR RECORDS!**

**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**