



2020 SPONSORSHIP OPPORTUNITIES

The 10th Annual Steps of Success 5K Run/Walk has transitioned into a virtual event. The Virtual Steps of Success 5K will enable supporters to stay active and engaged while raising critical funds for the Transformation Life Center. A sponsorship for the race is an excellent opportunity for organizations to build community and fuel our vision to Cultivate Tomorrow's Leader's Today!

\$20,000 + TITLE SPONSOR

- **Exclusive event naming opportunity** with logo prominently displayed as **"Title Sponsor"** on all promotional marketing materials (*"The your company Steps of Success Virtual 5K"*)
- **"Title Sponsor"** naming rights with logo displayed on all large Steps of Success 5K Scholarship presentation checks awarded to students
- Dedicated speaking opportunity to present scholarship checks to students at post race event
- Logo prominently displayed on runner and volunteer t-shirts
- Dedicated social media mentions (pre and post-race)
- Logo prominently displayed on Facebook, Zoom group banner and registration website
- Company spotlight with link to your website on official websites
- "Live" speaking opportunity to engage participants on race day virtual event platform
- Virtual vendor booth on race day to advertise and promote your organization to 1000+ race day participants
- Complimentary registrations for 20 virtual runners
- First right of renewal to next year's event

\$15,000+ PRESENTING SPONSOR

- **Exclusive event naming opportunity** with logo prominently displayed as **"Presented by Sponsor"** on all promotional marketing materials
- Logo prominently displayed on runner and volunteer t-shirts
- 4 Dedicated social media mentions
- Logo prominently displayed on FB group, Zoom banner and registration website with link
- Pre-recorded video infomercial provided by company to be played on pre-race and race day virtual event
- Virtual vendor booth on race day to advertise and promote your organization to 1000+ race day participants
- Complimentary registrations for 15 virtual runners
- First right of renewal to next year's event

\$10,000+ "MORE THAN A RACE" AFTER PARTY SPONSOR

- **Exclusive event naming opportunity** with logo prominently displayed as **"More than a Race After Party Presented by (your company)"** on all promotional marketing materials
- Logo displayed on runner and volunteer t-shirts
- 4 Dedicated social media mentions
- Logo prominently displayed on FB, Zoom group banner and registration website
- Virtual Host for the 10th Annual Celebration after party on race day with over 1000+ race day participants
- Complimentary registrations for 10 virtual runners

\$7,500 T-SHIRT SPONSOR

- **Naming rights** with logo prominently displayed as **"T-Shirt Presented by (your company)"** on all promotional marketing materials
- Logo prominently displayed on runner and volunteer t-shirts
- 2 Dedicated social media mentions
- Logo displayed on official website
- Complimentary registrations for 5 virtual runners

\$6,000 FINISHER MEDAL SPONSOR

- **Naming rights** with logo prominently displayed as **"Finisher Medal Presented by (your company)"** on all promotional marketing materials
- Logo displayed on runner and volunteer t-shirts
- 2 Dedicated social media mentions
- Logo displayed on official website
- Complimentary registrations for 5 virtual runners

\$2,500 PRE-RACE VIRTUAL RALLY SPONSOR

- **Naming rights** with logo prominently displayed as **"Pre-Race Virtual Rally Presented by (your company)"** on all promotional marketing materials
- Logo displayed on runner and volunteer t-shirts
- 2 Dedicated social media mentions
- Complimentary registrations for 3 virtual runners

\$1,500

SPONSOR A STUDENT - "GOLD"

- **Special recognition as "Sponsor A Student - Gold"**
- Sponsors 50 students (\$30 each) to participate in the virtual 5k run/walk
- Virtual zoom workshop with sponsored students post-race
- Logo displayed on runner and volunteer t-shirts
- 1 Dedicated social media mention
- Complimentary registrations for 2 virtual runners

\$750

SPONSOR A STUDENT - "SILVER"

- **Special recognition as "Sponsor A Student - Silver"**
- Sponsors 25 students (\$30 each) to participate in the virtual 5k run/walk
- Virtual zoom workshop with sponsored students post-race
- 1 Dedicated social media mention
- Complimentary registrations for 1 virtual runner

\$300

SPONSOR A STUDENT - "BRONZE"

- **Special recognition as "Sponsor A Student - Bronze"**
- Sponsors 10 students (\$30 each) to participate in the virtual 5k run/walk
- 1 Dedicated social media mention
- Complimentary registrations for 1 virtual runner

\$300

VIRTUAL VENDOR BOOTH

- Logo displayed on official website
- 1 Dedicated social media mention
- Opportunity to distribute digital collateral or promotional offer virtual goodie bags
- Access to the Pre-Race Virtual Rally with 1000+ race day participants
- 45 second prerecorded video to be included in the Pre-Race Vendor Promo ads
- Complimentary registrations for 1 virtual runner

2020 PARTNER SPONSORSHIP AGREEMENT

____ **YES! I would like to support Steps of Success Virtual 5K as a sponsor**

- | | |
|---|--|
| <input type="checkbox"/> \$20,000 Title Sponsor | <input type="checkbox"/> \$2,500 Pre-Race Virtual Rally Sponsor |
| <input type="checkbox"/> \$15,000 Presenting Sponsor | <input type="checkbox"/> \$1,500 Adopt A Student – Gold Sponsor |
| <input type="checkbox"/> \$10,000 More Than a Race After Party | <input type="checkbox"/> \$750 Adopt A Student – Silver Sponsor |
| <input type="checkbox"/> \$7,500 T-shirt Sponsor | <input type="checkbox"/> \$300 Adopt A Student – Bronze Sponsor |
| <input type="checkbox"/> \$6,000 Finisher Medal Sponsor | <input type="checkbox"/> \$300 Virtual Vendor Booth |

If you have questions or would like to customize a sponsor partnership agreement, please contact Demetrius Short at dshort@transformationlifecenter.org or 615.997.6841

- I will support with an IN-KIND** donation by providing: _____
- I will make a one-time gift** to Transformation Life Center in the amount of \$_____
- I will sponsor** _____ **students** (\$35/student) in the SOS 5K Run/Walk **totaling** \$_____

Please submit a high resolution logo in EPS and PNG format to dshort@transformationlifecenter.org by Wednesday, August 12, 2020

Partner: _____ **Contact:** _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____

How would you like to make your payment? **Check** **Credit Card**

Please make check payable to Transformation Life Center (mail check & form to):

401 Old Pleasant Grove Road, #1334, Mount Juliet, TN 37122
Call **615.997.6841** to pay by credit card. Submit via email at: dshort@transformationlifecenter.org