

Steps of Success 5K Sponsorship Opportunities

The 11th Annual Steps of Success 5k Run/Walk will once again be a virtual event on Saturday, September 11, 2021 due to COVID-19. We secured a permit for a face to face and will know more details in August 2021. Our Virtual 5K run/walk will enable our supporters to stay active during the pandemic all while raising critical funds to support Transformation Life Center's Pathway To Success Initiative Leadership Program and Steps of Success 5K College Scholarship Fund. A sponsorship for the race is an excellent opportunity for your organization to help create a Pathway To Success for collegiate students and youth living in underserved communities

Visit www.stepsofsuccess5k.org or www.transformationlifecenter.org for more information

\$25,000 Premier Sponsor (Title Sponsor)

- Exclusive event naming opportunity recognized on all promotional marketing material as **"The XYZ Steps of Success 5K Run/Walk"**
- Logo prominently displayed as Title Sponsor on all promotional marketing materials
- "LIVE" speaking opportunity to engage participants on race day virtual event platform
- Logo displayed on large Steps of Success 5K scholarship checks awarded to students
- Logo prominently displayed on runner and volunteer t-shirts
- Company spotlight with link on official event website
- Logo prominently displayed on private FB group banner
- Dedicated speaking opportunities pre/post event, pre-taped infomercial and social media mentions
- Logo prominently displayed on private FB group banner
- Virtual Vendor Booth to advertise and promote your business, products and services
- Facilitate two (2) Pathway To Success Initiative (P2SI) virtual workshop with collegiate students
- 30 complimentary registrations

\$20,000 1 Mile Family Fun Run/Walk Presenting Sponsor

- Exclusive event naming opportunity recognized on all promotional marketing material as **"The XYZ Steps of Success 1 Mile Family Fun Run/Walk Presenting Sponsor"**
- "LIVE" speaking opportunity to engage participants on race day virtual event platform.
- Logo displayed on runner and volunteer t-shirts
- Logo displayed with link on official event website
- Logo displayed on private FB group banner
- Company pre-taped infomercial and social media mentions
- Virtual Vendor Booth to advertise and promote your business, products and services
- Facilitate one (1) Pathway to Success Initiative (P2SI) virtual workshop with collegiate students
- 20 complimentary registrations

\$15,000 "More Than A Race" After Party Sponsor

- Exclusive event naming opportunity with logo prominently displayed as **"More Than A Race After Party Presented by XYZ Company"** on all promotional marketing materials
- Guest Virtual Host for the after party celebration on race day
- Logo displayed on runner and volunteer t-shirts
- Logo displayed with link on official website
- Logo displayed on private FB group banner
- Company pre-taped infomercial and social media mentions
- Virtual Vendor Booth to advertise and promote your business, products and services
- Facilitate one (1) Virtual Workshop with P2SI students
- 15 complimentary registrations

\$10,000 "Pathway to Success" 5K Training Sponsor

- Exclusive event naming opportunity recognized on all promotional marketing material as **"The Pathway to Success Training Program Presenting Sponsor"**
- Logo prominently displayed on the Steps of Success Virtual 5K Training Program FB page and training portal
- Logo prominently displayed on runner and volunteer t-shirts
- Logo displayed with link on official event website
- Company pre-taped infomercial and social media mentions
- Virtual Vendor Booth to advertise and promote your business, products and services
- 10 complimentary registrations

\$8,000 Finisher Medal Sponsor

- Exclusive event naming recognition as **"Official Virtual 5K Medal Sponsor"** on all promotional marketing material
- Logo on all medals distributed to all virtual runners (1000+)
- Logo displayed on private FB group banner and event website
- Virtual Vendor Booth to advertise and promote your business, products and services
- (4) dedicated social media mentions
- 10 complimentary registrations

\$7,500 Official Virtual 5K T-shirt Sponsor

- Exclusive event naming recognition as **"Official Virtual 5k T-shirt Sponsor"** on all promotional marketing material
- Logo prominently displayed on official runner and volunteer t-shirts
- Logo displayed on private FB group banner and official event website
- Virtual Vendor Booth to advertise and promote your business, products and services
- (4) dedicated social media mentions
- 10 complimentary registrations

\$5,000 "Ignite Pre Race Rally" Sponsor

- Exclusive event naming recognition as **"Ignite Pre Race Rally Sponsor"** on all promotional marketing material
- Guest Virtual Host for the pre race
- Logo prominently displayed on official runner and volunteer t-shirts
- Logo displayed on private FB group banner and official event website
- Virtual Vendor Booth to advertise and promote your business, products and services
- (2) dedicated social media mentions
- 5 complimentary registrations



MORE THAN A RACE | A PATHWAY TO SUCCESS

Steps of Success 5K Opportunities Continued

\$3,500 Virtual 5K Race Bib Sponsor

- Logo displayed on all race participant printable bibs
- Logo displayed on official runner and volunteer t-shirts
- Logo displayed on race registration website
- Virtual Vendor Booth to advertise and promote your business, products and services
- (2) dedicated social media mentions
- 3 complimentary registrations

\$1,500 "Mile Marker" Sponsor (3 Available)

- Mile 1, 2 or 3 "Presented by your company"
- Logo displayed on official runner and volunteer t-shirts
- LIVE race day recognition of your company or organization
- (1) dedicated social media mention
- 1 complimentary registration

\$1,750 Sponsor A Student - Gold

- Sponsor 50 students to run/walk
- Special recognition as Bronze level Student Sponsor
- 2 min pre-recorded message to students

\$875 Sponsor A Student - Silver

- Sponsor 25 students to run/walk
- Special recognition as Silver level Student Sponsor
- 60 second pre-recorded message to students

\$350 Sponsor A Student - Bronze

- Sponsor 10 students to run/walk
- Special recognition as Bronze level Student Sponsor

\$2,500 "Inspire Playlist" Sponsor

- (4) Social Media dedicated mention "Playlist Sponsored by"
- Logo displayed on official runner and volunteer t-shirts
- Logo displayed race registration website
- Virtual Vendor Booth to advertise and promote your business, products and services
- (2) dedicated social media mentions
- 2 complimentary registrations

\$1,000 "Take A Step" Sponsor

- Logo displayed on official runner and volunteer t-shirts
- Virtual Vendor Booth + chat and race day live opportunity to advertise and promote your business, products and services
- (2) dedicated social media mention
- 1 complimentary registration

\$500 Virtual Vendor Booth Sponsor

- Virtual Digital Vendor Booth hosted on the virtual 5K race day platform
- Advertise and promote your business, products and services to over 1000 participants and viewers
- Logo listed in the vendor online vendor pavilion
- (1) dedicated social media mention
- 1 complimentary registration



Home of the Steps of Success 5K

For more information or to customize a sponsorship, contact Demetrius Short dshort@transformationlifecenter.org or 615-997-6841

Sponsorships are tax deductible to the extent permissible by law. A gift acknowledgement letter with your tax deduction will be forthcoming once we have received payment for your sponsorship.

Sponsor Name _____ Primary Contact _____

(As it should appear in print and online)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Please contact me to pay by credit card

Steps of Success 5K is the annual fundraising community event of Transformation Life Center, a non-profit 501c3 organization.

Tax ID: 26-3906467

Make copy and mail check and form to address.

Please Make Check Payable To:

**Transformation Life Center
401 Old Pleasant Grove Road, #737
Mount Juliet, TN 37122**

