



Kentucky Nurses Association 2025 5K Fun Run/Walk Sponsorship Opportunities



SAT. SEPTEMBER 6, 2025 | ELIZABETHTOWN, KENTUCKY

www.kentucky-nurses.org



ABOUT THE KENTUCKY NURSES ASSOCIATION

Established in 1906, the Kentucky Nurses Association (KNA) is the only full-service professional association representing the needs of over 90,000 nurses in the Commonwealth. In addition to its role to promote the essential role of the nurse in health care delivery, the association serves as an advocate for quality patient care in all settings.

2025 5K FUN RUN/WALK

The Kentucky Nurses Association 2025 5K Fun Run/Walk is a vibrant and purposeful event dedicated to promoting health, wellness, and community engagement. This walk brings together individuals to support the KNA and nurses across Kentucky who serve as leaders to promote positive healthcare in the Commonwealth.

WHEN

SEPTEMBER 6, 2025

WHERE

FREEMAN LAKE PARK,
ELIZABETHTOWN, KY

EVENT PURPOSE

Promote Health and Wellness:

- *Encourage Active Lifestyles:* Regular physical activity is important in maintaining overall health. A 5K run offers participants an opportunity to engage in exercise, set personal fitness goals, and experience the benefits of an active lifestyle.
- *Accessible for All:* This event is designed for individuals of all fitness levels, promoting inclusivity and community engagement.

Honor and Appreciate Nurses:

- *Recognize Dedication:* This event is a platform to acknowledge the hard work, compassion, and commitment of nurses in the healthcare system.

Foster Fun and Networking Opportunities:

- *Community Engagement:* A festive atmosphere with music, themed stations, and interactive activities to enhance participant enjoyment.
- *Networking Platforms:* We will provide spaces and opportunities for participants to connect, share experiences, and build professional and personal relationships. Sponsors may have tables.

Ensure a Memorable and Impactful Day:

- *Supportive Environment:* Water stations, medical support, and food truck on site.
- *Feedback Mechanisms:* When the race has been run, or walked, we will reach out to get participants' opinion on what went well and what we can do better next time.

Opportunities for sponsorship of the KNA 2025 5K Fun Run/Walk are detailed below.

5K SPONSORSHIP OPPORTUNITIES

Package options are available to accommodate varying budgets.

NURSE PACE-SETTER TITLE SPONSOR LEVEL: \$5,000

- Listing as Title Sponsor on event print and digital signage, including race banner
- Company logo featured on T-shirt
- Company logo featured on print and digital marketing materials
- Exhibit table set up during the run
- Opportunity to include 1 piece of literature in the runners' packet
- Logo on sponsor banner on KNA home page with link to sponsor listing on website and social media
- Custom social media recognition through the KNA social media channels
- Recognition on eNews (over 7,000 subscribers) - 1 month
- Company logo on KNA365 Scrolling Banner with clickable url to your site - 1 month
- Recognition in *Kentucky Nurse* newspaper (quarterly publication) sent to over 140,000 nurses - 1 issue

NURSE LEADER CO-SPONSOR LEVEL: \$2,500

- Listing as co-Sponsor on event print and digital signage, including race banner
- Company logo featured on T-shirt
- Company logo featured on print and digital marketing materials
- Exhibit table set up during the run
- Company logo on KNA365 Scrolling Banner with clickable url to your site
- Recognition on eNews (over 7,000 subscribers)
- Recognition in *Kentucky Nurse* newspaper (quarterly publication) sent to over 140,000 nurses - 1 issue

NURSE EDUCATOR SPONSOR LEVEL: \$1,000

- Listing on race banner
- Company logo featured on T-shirt
- Exhibit table set up during the run
- Recognition on eNews (over 7,000 subscribers)
- Recognition in *Kentucky Nurse* newspaper (quarterly publication) sent to over 140,000 nurses - 1 issue

NURSE PRECEPTOR SPONSOR LEVEL: \$500

- Listing on race banner
- Company logo featured on T-shirt
- Recognition on eNews (over 7,000 subscribers)

CRASH CART SPONSOR LEVEL: \$250

- Company logo featured on T-shirt
- Recognition on eNews (over 7,000 subscribers)



NOTE: Freeman Lake Park has a \$1M insurance requirement if sponsoring organization wishes to be present the day of the event and have a table. Must list City of Elizabethtown for September 6, 2025 and provide documentation by August 23, 2025.

Take a Step for Wellness

OTHER WAYS TO GET INVOLVED:

Interested in supporting the Kentucky Nurses Association without attending the 5k Fun Run/Walk? See below for additional ways to get involved.

- Purchase a 5k Fun Run/Walk sponsor level and donate your race entry tickets to nurses interested in attending
- Select a "VIP Friend" Donation for a \$1,000 donation to the Kentucky Nurses Association
- Select a "Friend Of KNA" Donation for a \$100 donation to the Kentucky Nurses Association
- Share our posts on social media to spread the word about our upcoming events

- Instagram: @kentuckynursesassociation
- Facebook Page: Kentucky Nurses Association
- LinkedIn: Kentucky Nurses Association
- X: @KYNursesAssoc
- TikTok: @kynursesassociation
- Bluesky: @kynursesassoc.bsky.social

For more information about sponsorship opportunities, please reach out to Delanor Manson at executivedirector@kentucky-nurses.org.



*Thank you for supporting the KNA and
Kentucky's 90,000 nurses!*