



STRONG⁴LIFESM
SUPERHERO
Sprint

Sponsorship Packet



2020 Strong4Life Superhero Sprint

Calling all superheroes!

Join us for the seventh annual Strong4Life Superhero Sprint, a 5K race and 1-mile "fun run" event on **May 30, 2020**. Participants will be asked to wear their favorite superhero gear and use their superpowers to walk, run or sprint to the finish line. Prizes will be awarded to the adult and child with the best superhero costumes.

This exciting family event at Piedmont Park benefits Strong4Life, the Children's Healthcare of Atlanta movement dedicated to helping busy parents raise healthier families. As a sponsor, you can help raise the funds needed for Strong4Life to reach even more families by training healthcare providers and impacting children at school and other environments where they learn and play.

If you have questions about the event, or to confirm your sponsorship, please contact Chelsea Ott, program coordinator, Children's Healthcare of Atlanta Foundation, at **404-785-7218** or Chelsea.Ott@choa.org.



Title Sponsorship Benefits

\$25,000

- Premier association with Children's Healthcare of Atlanta
- Corporate name included in the event logo and leading event name in all materials
- Guaranteed category exclusivity
- Corporate recognition on Children's internal website to 11,000+ employees
- Link from event website to corporate website
- 20 x 20 tented space in race expo area to promote company and distribute promotional items (this is where runners/walkers go before and after the races)
- Corporate name listed in all run media releases, naming corporation as title sponsor
- Right to promote as "title sponsor" of event in corporate advertising, promotions, etc.
- Option of being an official site for entry form distribution
- 100 timed runner/walker entries with T-shirts
- Corporate logo prominently displayed on:
 - Event T-shirt
 - Event posters
 - Entry form
 - Runner/walker numbers
 - All print ads
 - Event website
 - Start- and finish-line banners

Presenting Sponsorship Benefits

\$15,000

- Prominent association with Children's Healthcare of Atlanta
- Guaranteed category exclusivity within sponsorship level
- Corporate banner prominently displayed at finish line area (sponsor-provided)
- 10 x 10 tented space in race expo area to promote company and distribute promotional items
- Right to promote as "presenting sponsor" of the event in corporate advertising, promotions, etc.
- Option of being an official site for entry form distribution
- 50 timed runner/walker entries with T-shirts
- Corporate logo prominently displayed on:
 - Event T-shirt
 - Event posters
 - Entry form
 - Runner/walker numbers
 - All print ads
 - Event website
 - Start- and finish-line banners



Gold Sponsorship Benefits

\$7,500

- Corporate logo displayed in all race print ads (Marietta Daily Journal/Neighbor Newspapers)
- Corporate logo prominently displayed on event T-shirt back (2,000+)
- Corporate logo displayed on event posters (2,000)
- Corporate logo displayed on event website
- Link from event website to corporate website
- Corporate logo displayed on start- and finish-line banners
- Corporate banner prominently displayed in finish-line area (sponsor-provided)
- 10 x 10 tented space with signage in race expo area to promote company and distribute promotional items
- Right to promote as "gold sponsor" of the event in corporate advertising, promotions, etc.
- Option of being an official site for entry form distribution
- 35 timed runner/walker entries with T-shirts

Silver Sponsorship Benefits

\$3,750

- Corporate logo displayed on event T-shirt back (2,000+)
- Corporate logo displayed on event posters (2,000)
- Corporate logo displayed on event website
- Link from event website to corporate website
- Corporate logo displayed on start- and finish-line banners
- Corporate banner prominently displayed in finish-line area (sponsor-provided)
- 10 x 10 tented space with signage in race expo area to promote company and distribute promotional items
- Right to promote as "silver sponsor" of the event in corporate advertising, promotions, etc.
- Option of being an official site for entry form distribution
- 25 timed runner/walker entries with T-shirts



Fast-Track Sponsorship Benefits

Become a Fast-Track sponsor of the Strong4Life Superhero Sprint. Build team morale and give your employees a chance to walk or run for a good cause.

GOLD FAST-TRACK SPONSOR—\$2,500

- 48 timed runner/walker spots
- 48 race T-shirts
- Corporate listing on sponsor board
- Corporate logo on finish-line banner

SILVER FAST-TRACK SPONSOR—\$1,250

- 24 timed runner/walker spots
- 24 race T-shirts
- Corporate logo on finish-line banner

BRONZE FAST-TRACK SPONSOR—\$1,000

- 12 timed runner/walker spots
- 12 race T-shirts
- Corporate logo on finish-line banner



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