



Run for Babies Areas for Partnership

As a sponsor of Run for Babies, your company will receive the following benefits throughout the campaign:

Gold Sponsor/Presenting - \$10,000

CUSTOM OPPORTUNITIES

- Route or on-site activation opportunity
- Space provided in Start/Finish area for participant interaction
- Opportunity to provide special offers and promotions to Run for Babies participants pre-event (via email, social and website) and on-site
- Opportunity for sponsor to create a custom co-branded social media campaign with unique hashtag, video, contest and/or giveaways
- Volunteer Leadership Opportunity
- Opportunity to host Volunteer Leadership Event
- Sponsor employees cheer runners and walkers at Finish Live wearing company t-shirts

MARKETING/MEDIA OPPORTUNITIES

- Rights to Use the Run for Babies Logo/Name
- Logo on any secured media
 - Print, Television, Radio, Out-of-Home (billboard)
- Name included in March of Dimes news release
- Prominent logo presence on all Run for Babies emails
- Social media recognition
- Logo on Event Webpage

PRINT/PROMOTIONAL MATERIAL

- Logo on T-Shirt, Event Signage and Banner(s)
- Logo on printed materials (posters, sponsor forms, flyers, runner packets)
- Logo displayed at pre-event functions

EVENT DAY BENEFITS

- Opportunity to provide race bags, coupons and/or samples to ALL participants
- Start/Finish line banner recognition
- Verbal recognition from main stage
- 10 complimentary Run registrations
- 10 guest admissions to the VIP post event celebration



Silver Sponsor - \$5,000

CUSTOM OPPORTUNITIES

- Opportunity for company to create an interactive experience for ALL participants, on-site activation
- Ability to sample agreed upon product and branded giveaways
- Volunteer Leadership Opportunity
- Route activation opportunity

MARKETING/MEDIA OPPORTUNITIES

- Rights to Use the Run for Babies Logo/Name
- Name included in March of Dimes news release
- Logo presence on all Run for Babies emails
- Social media recognition
- Logo on Event Webpage

PRINT/PROMOTIONAL MATERIAL

- Logo on T-Shirt, Event Signage and Banner(s)
- Logo on printed materials (posters, sponsor forms, flyers, runner packets)
- Logo displayed at pre, day-of event

EVENT DAY BENEFITS

- Booth space with premier placement on-site
- Start/Finish line banner recognition
- Opportunity to provide coupons and/or samples for goodie bags given to ALL participants
- Verbal recognition from main stage
- 6 complimentary Run registrations
- 6 guest admissions to the VIP post event celebration



Bronze Sponsor - \$2,500

CUSTOM OPPORTUNITIES

- Opportunity for company to create an interactive experience along the route

MARKETING/MEDIA OPPORTUNITIES

- Name presence on a Run for Babies emails
- Social media recognition on day-of-event
- Name on Event Webpage

PRINT/PROMOTIONAL MATERIAL

- Name on T-Shirt, Event Signage and Banner(s)

EVENT DAY BENEFITS

- Visibility and exposure at event
- Verbal recognition from main stage
- Opportunity to provide coupons and/or samples for goodie bags given to ALL participants
- 4 Run registrations
- 4 admissions to the VIP post event celebration

Champion Sponsor - \$1,000

CUSTOM OPPORTUNITIES

- Opportunity to host a Celebration Point on run route or Registration Sponsor

EVENT DAY BENEFITS

- Opportunity to provide volunteers (10) to operate checkpoint
- Opportunity to provide coupons/samples in runners goodie bags or hand out at event

Mission Sponsor - \$500

MARKETING/MEDIA OPPORTUNITIES

- Opportunity to brand Mission Signage along the run route





MARCH OF DIMES

2018 Sponsorship Commitment Form

Run for Babies - Prairie View Park, Alliance Town Center – Saturday, November 10, 2018

company name/donor

primary contact

address

city state zip code

phone fax email

alternate contact person fax email

YES, we will support the March of Dimes, as a sponsor in the amount of \$ _____ .

signature of primary contact date
(My signature indicates authorization to make this commitment on behalf of my company.)

YES, you may list my/our name in press releases, annual reports, and/or internal publications as a March for Babies contributor. Please publish my/our name as:

NO, I/we prefer the support remains anonymous. Please do not publish the name.

payment options: (payment is due no later than 30 days prior to event)

- check enclosed (payable to March of Dimes).
- credit card

credit card number expiration date

circle one: visa mastercard american express discover

name as it appears on card

signature

Please mail original form to Michelle Lane, Development Specialist
March of Dimes • 555 Hemphill, Suite 202 • Fort Worth, TX • 76104
(682) 201-3034 • mlane@marchofdimes.org

authorized march of dimes signature date