

# 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

# 2018 Sponsorship Commitment Form

Run for Babies - Prairie View Park, Alliance Town Center - Saturday, November 10, 2018 *(to be confirmed)*

\_\_\_\_\_  
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 Aly Layman, Market Executive Director:  
March of Dimes • 555 Hemphill, Suite 202 • Fort Worth, TX • 76104  
(682) 201-3034 • [alayman@marchofdimes.org](mailto:alayman@marchofdimes.org)

\_\_\_\_\_  
authorized march of dimes signature

\_\_\_\_\_  
date