



## Run for Babies Areas for Partnership

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

### Presenting Sponsor - \$10,000

#### CUSTOM OPPORTUNITIES

- Route or on-site activation opportunity (i.e. Start Line, Finish Line, Superhero Sprint, etc.)
- Opportunity to have company branded tent in festivities area
- Space provided in festivities 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
- Exclusive official Finish Line Sponsor
- Opportunity to select and highlight internal ambassador family (DEADLINE, prior to: Monday June 3, 2019)

#### MARKETING/MEDIA OPPORTUNITIES

- Rights to Use the Run for Babies Logo/Name
- Logo on any secured media
  - Print, Television, Radio
- Name included in March of Dimes news release
- Prominent logo presence on all Run for Babies email distribution
- 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)

#### EVENT DAY BENEFITS

- Opportunity to provide swag bags, coupons and/or samples to ALL participants
- Start/Finish line banner recognition
- Verbal recognition from main stage
- Ten (10) complimentary Run for Babies registrations



## Gold Sponsor - \$7,500

### CUSTOM OPPORTUNITIES

- Route or on-site activation opportunity (i.e. Start Line, Finish Line, Superhero Sprint, etc.)
- Opportunity to have company branded tent in festivities area
- Space provided in festivities 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

### MARKETING/MEDIA OPPORTUNITIES

- Rights to Use the Run for Babies Logo/Name
- Logo on any secured media
  - Print, Television, Radio
- Prominent logo presence on all Run for Babies email distribution
- 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)

### EVENT DAY BENEFITS

- Opportunity to distribute coupons/samples in swag bags (250 quantity) given to ALL participants
- Start/Finish line banner recognition
- Verbal recognition from main stage
- Seven (7) complimentary Run for Babies registrations



## **Silver Sponsor - \$5,000**

### **CUSTOM OPPORTUNITIES**

- Opportunity for company to create an interactive experience for ALL participants, on-site activation
- Opportunity to have company branded tent in festivities area
- 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
- Logo presence on all Run for Babies email distribution
- 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 and event day

### **EVENT DAY BENEFITS**

- Start/Finish line banner recognition
- Opportunity to distribute coupons/samples in swag bags (250 quantity) given to ALL participants
- Verbal recognition from main stage
- Five (5) complimentary Run for Babies registrations



## **Bronze Sponsor - \$2,500**

### CUSTOM OPPORTUNITIES

- Opportunity to have company branded tent in festivities area
- Opportunity to co-brand with March of Dimes on festivities area and activities (i.e. snack giveaway, games for families, DJ sponsor, crafts, etc.)

### MARKETING/MEDIA OPPORTUNITIES

- Recognition on Run for Babies email distribution
- Social media recognition on event day
- Recognition on event webpage

### PRINT/PROMOTIONAL MATERIAL

- Name on t-shirt, event signage and banner(s)

### EVENT DAY BENEFITS

- Verbal recognition from stage
- Opportunity to distribute coupons/samples in swag bags (250 quantity) given to ALL participants
- Three (3) complimentary Run for Babies registrations

## **Champion Sponsor - \$1,000**

### CUSTOM OPPORTUNITIES

- Opportunity to co-brand with March of Dimes on mission fact signage along route

### EVENT DAY BENEFITS

- Opportunity to provide employee volunteers to host and operate water stop (5 – 8 people)
- Opportunity to distribute coupons/samples in swag bags (250 quantity) given to ALL participants

### MARKETING/MEDIA OPPORTUNITIES

- Opportunity to co-brand with March of Dimes on festivities area and activities (i.e. snack giveaway, games for families, DJ sponsor, crafts, etc.)





# 2019 Sponsorship Commitment Form

Run for Babies - Prairie View Park, Alliance Town Center – Saturday, November 9, 2019

\_\_\_\_\_  
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 Street, Suite 202 • Fort Worth, TX • 76104  
(682) 201-3036 • [mlane@marchofdimes.org](mailto:mlane@marchofdimes.org)

authorized march of dimes signature date