

**2020 Express Your SuperPower 5K/10K**  
**Virtual and "Covid-19 Safe" In-Person Event**  
**Sponsorship Opportunities Available**



**Saturday, September 19, 2020**  
**Etowah River Park, Canton, GA**

**Promoting and Supporting Breastfeeding Families throughout Georgia**

Express Your SuperPower 5K/10K will be promoted throughout Georgia and nearby states via media, public relations contacts, websites, distribution of flyers, Facebook, public service announcements and press releases. Opportunities for your company are numerous, with your name and logo reaching thousands of people.

A recent CDC report card shows that breastfeeding is one of the most effective preventive health measures for infants and mothers. According to the CDC, support for breastfeeding is needed in many different arenas including hospitals and birth centers, worksites, and communities. However, the CDC report shows that Georgia still lags behind the national average on infant breastfeeding rates.

The CDC states, "The success rate among mothers who want to breastfeed can be greatly improved through active support from their families, friends, communities, clinicians, health care leaders, employers, and policymakers. Given the importance of breastfeeding for the health and well-being of mothers and children, it is critical that we take action across the country to support breastfeeding."

Awareness will be raised about breastfeeding and the health of our babies and children through this run and walk.

**This is a vitally important public health issue that affects the health of all Georgians!**

Thank you for your consideration -- whether monetary, in-kind, services, products or time.

***We could not make this happen without you!***

# 2020 Sponsorships

## **\$2,500 Gold Sponsorship (Unlimited sponsors)**

- **Logo will be included on the following:**
  - Runner race shirts
- **Promotions**
  - Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
  - Invitation to include company promotion in race bags (Items supplied by sponsor)
- **Onsite Exposure**
  - Recognition by the announcers throughout event and awards ceremony
  - Company banner near finish line. (Supplied by sponsor.)
- **Hospitality**
  - Three (3) complimentary individual entries, including race shirts, for the event

## **\$1,000 Silver Sponsorship (Unlimited sponsors)**

- **Logo will be included on the following:**
  - Runner race shirts
- **Promotions**
  - Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
  - Invitation to include company promotion in race bags (Items supplied by sponsor)
- **Hospitality**
  - Two (2) complimentary individual entries, including race shirts, for the event

## **\$250 Community Partner Sponsorship (Unlimited sponsors)**

- **Logo will be included on the following:**
  - Runner race shirts

## **\$150 Exhibitor Sponsorship (Unlimited sponsors)**

- **Promotions**
  - Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (Exhibitor must provide tent if desired, table, and chairs)
  - Invitation to include company promotion in race bags (Items supplied by sponsor)

## **\$75 Fun Kilometer Marker Sponsorship (Unlimited sponsors)**

- Signs strategically placed on the course that will include a quote about breastfeeding along with your logo prominently displayed
- Invitation to include company promotion in race bags (Items supplied by sponsor)

## **\$50 Registration Bag Participant (Unlimited sponsors)**

- Invitation to include company promotion in race bags (Items supplied by sponsor)

## **In-Kind Sponsor (Unlimited sponsors)**

- Express Your SuperPower 5/10K accepts in-kind donations of products or services in exchange for sponsorship recognition and benefits.
- Contact Carol at [carol.hendrix@dph.ga.gov](mailto:carol.hendrix@dph.ga.gov) or 706-618-3913 for details

# Express Your SuperPower 5K/10K

## Sponsor Agreement

September 19, 2020



This agreement is made by and between "Express Your SuperPower 5K/10K" and the business, hereinafter referred to as "Sponsor". Please complete this agreement in full.

**DEADLINE for inclusion of your logo on the back of the t-shirt is Sept 5, 2020**

**Name of Sponsor** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Contact Phone** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

### Sponsorship Level: (Please check)

Gold \$2,500 \_\_\_\_\_ Silver \$1,000 \_\_\_\_\_ Community \$250 \_\_\_\_\_

Exhibitor \$150 \_\_\_\_\_ Fun Kilometer Marker \$75 \_\_\_\_\_ Registration Bag Participant \$50 \_\_\_\_\_

In-kind estimated value of product or services \* \_\_\_\_\_

\*In-kind sponsorship level will not necessarily equal dollar value of above sponsorships. Agreement of in-kind benefits and recognition between Express Your SuperPower 5K/10K and Sponsor may be in addition to this contract.

### Terms and Conditions:

- Failure to pay any portion of your sponsorship will result in forfeiture of sponsorship.
- Sponsors are entitled to the rights and benefits associated with the level of sponsorship chosen. Express Your SuperPower 5K/10K and its agents reserve the right to make non-material modifications to those benefits if necessary and has absolute right of review on any sponsor ads/promotions in regards to Express Your SuperPower 5K/10K.
- Certain sponsorship benefits require information or input from sponsor. Failure to provide the information or input by the dates requested may result in a forfeiture of the associated benefits.
- Express Your SuperPower 5K/10K is not responsible for damages that result from delays or postponements of the event due to circumstances beyond its control.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_



*Please make checks payable to:*

**Northwest Georgia Breastfeeding Coalition**

Northwest Georgia Breastfeeding Coalition is a certified 501(c) 3 corporation or other charitable organization under the Internal Revenue Code



**Mail completed agreement and check to:**

**Express Your SuperPower 5K/10K (Please, do not make check payable to this name)**  
**c/o North Georgia Health District WIC Program, Carol Hendrix**  
**1710 Whitehouse Ct. Dalton, GA 30720**