

# CROWFIELD PLANTATION 5k

## 2016 Crowfield Plantation 5k Sponsorship Brochure



Benefiting the  
Callen-Lacey Center  
for Children

[www.cydcc.org](http://www.cydcc.org)



Don't miss out on this unique  
opportunity to have your organization  
involved with a special public  
awareness and fundraising event.

Saturday • October 8, 2016 • 8:30 am  
Middleton Park, Goose Creek

[www.crowfield5k.com](http://www.crowfield5k.com)

# 2016 CROWFIELD PLANTATION 5k RUN

## ■ About The Race

The Crowfield Plantation 5k's mission is to raise funds for the **Callen-Lacey Center for Children** while promoting healthy living within our community. The 7th Annual Crowfield Plantation 5k will have an anticipated participation of over 300 runners, walkers and volunteers from around the tri-county region.

Local  
Children's  
Charity

## ■ Runner Demographics

Today's runners are highly educated with **77%** having earned a college diploma (national percent = 29.5%) and affluent with **73%** reporting a household income of more than **\$75,000** (national average = 32%).<sup>1</sup>

- Average Age: 43.6
- 71% Married
- 77% College educated
- 73% Earn a household income of \$75,000+

300+  
Runners

## ■ Sponsor Marketing Benefits<sup>2</sup>

- 85% of consumers have a more positive image of a product or company when it supports a cause they care about.<sup>3</sup>
- Your company logo or name will be placed on the race website with a link to your company's website until June 2017. Links from outside websites can increase your site's Google results rank.
- Be "liked" or "followed" on social media with at least one mention on the Crowfield 5k Facebook and Twitter accounts.
- Opportunity to have your logo or name placed on the race T-shirt that each of the 300+ runners and volunteers receive.
- Opportunity to have your logo or name placed on the race poster that will be placed in various locations throughout the community.
- Opportunity to place marketing materials in the race goody bag that each runner receives.
- Opportunity to set up a table or booth at the race finish line.

Family-  
Fun Event

## ■ Media Campaign

Sponsors of the 2016 Crowfield Plantation 5k will be recognized in media as outlined in the levels of giving. This unique sponsorship opportunity gives your company or organization positive exposure and recognizes your commitment to our local community and the children of Berkeley County.

Healthy  
Living!

Previous media partners include **Lowcountry Live**, **The Tammie Show**, the **Post and Courier**, **The Gazette**, the **Berkeley Independent**, **Summerville Journal Scene**, **Skirt!**, **Digital Charleston**, **The Patch** and the **Charleston City Paper**.

<sup>1</sup>The 2011 National Runner Survey is a comprehensive study conducted every two years by Running USA

<sup>2</sup>Benefits vary depending on sponsorship level

<sup>3</sup>2010 Cone Cause Evolution Study by Cone Communications

# SPONSORSHIP LEVELS

## PRESENTING SPONSOR LEVEL

- **Presenting Sponsor - \$1500** *(limited to one sponsor)*  
Receive the highest level of promotion and visibility by having your company listed as the "**Presented By**" sponsor on all race promotion.

## GOLD LEVEL

- **Standard Gold Level - \$400**
- **Award Sponsor - \$1000** *(limited to one sponsor)*  
Company name displayed on award + gold level benefits
- **Mile Marker - \$500** *(two available)*  
Company logo on mile marker signage + gold level benefits
- **Water Station - \$500** *(two available)*  
Company logo on signage at course water station + gold level benefits
- **Pet Water Station - \$450** *(two available)*  
Company logo on signage at pet water station + gold level benefits

## SILVER LEVEL - \$250

## RACE SUPPORTER - \$100

### Sponsorship Benefits

	Presenting Sponsor	Gold	Silver	Supporter
Listed as " <b>Presented By</b> " sponsor on all promotion	●			
Company logo on the back of the race T-shirt	●	●		
Company logo displayed on signage at the race	●	●		
Opportunity to set up display table at Middleton Park on race day	●	●		
Distribution of marketing materials and/or product samples in race goodie bags	●	●	●	
Opportunity to provide volunteers for race day	●	●	●	●
Company logo placement on race website with link to company website	●	●	●	
Company name placement on race website with link to company website				●
Complementary race registrations	10	4	2	1

To ensure all benefits, sponsorships should be confirmed by September 1, 2016.

# Benefiting the Callen-Lacey Center for Children

[www.cydc.org](http://www.cydc.org)

Located in Moncks Corner, the Callen-Lacey Center for Children provides a secure, protective, and nurturing environment for abused, abandoned and neglected children.

Since opening in 1998, the Callen-Lacey Center for Children, a Carolina Youth Development Center shelter, has been home to more than eight hundred children ranging in ages from newborn to 17 years of age and is open 24 hours each day throughout the year.



**we raise hope**

**Callen-Lacey Center for Children**  
Protecting childhood. Preparing for adulthood.



[www.crowfield5k.com](http://www.crowfield5k.com)



Find us on  
**Facebook**



# Sponsorship Form

Benefiting the  
Callen-Lacey Center  
for Children  
[www.cydc.org](http://www.cydc.org)

**Sponsor Name:** \_\_\_\_\_

**Sponsor Address:** \_\_\_\_\_

## Level of Sponsorship:

\_\_\_\_\_ Presenting Sponsor (\$1,500)

\_\_\_\_\_ Award Sponsor (\$1,000)

\_\_\_\_\_ Water Station Sponsor (\$500)

\_\_\_\_\_ Mile Marker Sponsor (\$500)

\_\_\_\_\_ Pet Water Station Sponsor (\$450)

\_\_\_\_\_ Standard Gold Level (\$400)

\_\_\_\_\_ Silver Level (\$250)

\_\_\_\_\_ Race Supporter (\$100)

\_\_\_\_\_ Donation (\$ \_\_\_\_\_)

To ensure proper recognition, all sponsorships should be confirmed by September 1, 2016.

**Contact Name/Title:** \_\_\_\_\_

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

**Contact E-mail:** \_\_\_\_\_

Please submit payment to:

Crowfield Plantation Community Service Association

Attn.: 5K Run/Walk

101 Hunters Lane

Goose Creek, SC 29445

For more information, please contact:

Karen Hauck at 843-608-9897 or [karen@crowfield5k.com](mailto:karen@crowfield5k.com)

*CPCSA (Federal Tax ID #57-0711211) is a 501 (c)(3) nonprofit organization. Your contribution is tax-deductible to the fullest extent allowed by law.*

**[www.crowfield5k.com](http://www.crowfield5k.com)**