2016 Crowfield Plantation 5k Sponsorship Brochure



Benefiting the Callen-Lacey Center for Children www.cydc.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

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.

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%).¹

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

Sponsor Marketing Benefits²

 85% of consumers have a more positive image of a product or company when it supports a cause they care about.³

• 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 ⁴liked" 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.

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.

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.

¹The 2011 National Runner Survey is a comprehensive study conducted every two years by Running USA ²Benefits vary depending on sponsorship level

³2010 Cone Cause Evolution Study by Cone Communications

www.crowfield5k.com

Healthy Living!



Family-

Fun Event

Local

Children's

Charity

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

Company logo on signage at pet water station + gold	d level	bene	fits	
<u>SILVER LEVEL</u> - \$250		Ś		Subo
<u>RACE SUPPORTER</u> - \$100		Outin,		
Sponsorship Benefits	A Ser	່ <u>ເ</u>	Sille	
Listed as "Presented By" 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

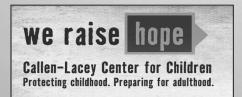
To ensure all benefits, sponsorships should be confirmed by September 1, 2016.

Benefiting the Callen-Lacey Center for Children

www.cydc.org

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.





www.crowfield5k.com





Sponsorship Form

Benefiting the Callen-Lacey Center for Children 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

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