

BE FREE 5K 2024



APRIL 20TH, 2024

9:00AM

**Mulberry Rock Park
1849 Mulberry Rock Rd
Dallas, GA 30157**

Why should your company help sponsor this event?

Brand Visibility: 5K races often attract a large number of participants, spectators & possible media coverage. Sponsoring the event can give your brand significant visibility among a diverse audience.

Community Engagement: 5K races are often community-focused events. Sponsoring such an event can demonstrate your company's commitment to the community, fostering positive relationships with local residents and potential customers.

Health and Wellness Image: Associating your brand with a 5K race promotes a healthy and active lifestyle. This can align your company with positive values and contribute to a positive brand image, especially if your products or services are related to health and wellness.

Social Media Exposure: 5K events generate significant social media buzz. Sponsoring the event can lead to increased mentions, tags, and shares on social platforms, amplifying your brand's reach and engagement.

Customization: Many sponsorship packages allow for customization, allowing your company to tailor its involvement based on specific marketing objectives. This could include logo placement, booth presence, product samples, or other promotional opportunities.

Employee Engagement: Involving employees in the event, either as participants or volunteers, can boost team morale, promote a healthy workplace culture, and enhance the company's image as an employer that cares about its employees' well-being.



Platinum Sponsorship

\$600

- Company name & Logo appears on all Be Free Social and Print Media
- Mile Marker will have your logo (“This Mile sponsored by...your company”)
- Recognition at the awards ceremony and announcements
- Company logo/name on race advertisements
- 2 min. of promoting your business to the race crowd gathered at the starting line before the race starts.
- PRE and POST-Race table/booth for product/service promotion and sample give away by your company**
- Larger Logo on back of T-Shirts
- Company name & Logo appears on Be Free Fitness Race Website with a link back to your website for 6 months.
- Opportunity to provide promotional material inside runners Race Bag
- 5 complimentary race entries and 5 race shirts & medals

Gold Sponsorship

\$400

- Company name & Logo appears on all Be Free Social and Print Media
- Company logo/name on race advertisements
- Recognition at the awards ceremony and announcements
- PRE and POST-Race table/booth for product/service promotion and sample give away by your company**
- Logo on back of T-Shirt
- Company name & Logo appears on Be Free Fitness Website with a link back to your website for 3 months.
- Opportunity to provide promotional material inside runners Race Bag
- 3 Complimentary race entries and 3 race shirts & medals

Silver Sponsorship

\$200

- Company logo/name on race advertisements
- Company name & Logo appears on Be Free Fitness Website with a link back to your website for 1 month.
- PRE and POST Race table/booth for product/service promotion and sample give away by your company**
- Sponsor recognition in race packets and your promotional material inside race bags
- Logo on back of T-shirt
- 1 Complimentary race entries and 1 race shirts & medals

Bronze Sponsorship

\$100

- Pre and Post-Race table/booth for product/service promotion and sample give away by your company**
- Your promotional material can be placed in the race bags

Day of Event Vendor

\$75

- Pre and Post-Race table/booth for product/service promotion and sample give away by your company**

Product in kind donation

No Cost in exchange for enough samples of product that will be beneficial for the runners. e.g. Fruit, Water, Healthy Snacks, Etc...For all the participants at the after Race Party- Your company may have a table at the race for marketing.

**** Tents, Tables, and Product/Sample are not provided. ****



Please complete and return the form below by March 7th 2024. Email company logo in a .jpg file to befreefitnessrocks@gmail.com by March 10th, 2024.
If your sponsorship provides promotional material to put in our race bags, please send/drop off materials to 1884 Hwy 101, Dallas Ga 30157 by March 31st, 2024

SPONSORSHIP CONTACT INFORMATION:

Please text or email completed form. 678-383-7878 befreefitnessrocks@gmail.com; address below

Company _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Email _____

Website Address _____

DONATION INFORMATION:

Platinum \$600 ___ Gold \$400 ___ Silver \$200 ___ Bronze \$100 ___ Vendor \$ ___ Other\$ ___ (please enter amount)

In-Kind Donation (please enter item(s) being donated) _____

Please refer to "Sponsorship Levels" for the benefits.

EVENT DAY INFORMATION:

Do you plan on attending or sending a company representative to the event? Y___ N___

Event Day Contact Name & Number: _____

A member of the race day committee will contact you to request the names of the participants walking/running with your team.

Do you plan on providing company promotional material for race bags or promotional tables? Y___ N___

Do you plan on having an informational table to distribute product samples, promotional materials? Y___ N___

Payments may be made online at vagarog.com/befreefitness/memberships (choose sponsorship and check-out)

Any donation is acceptable and will be very much appreciated.