



Date: Saturday, March 9, 2024

Race Starts: 8:00am

Where: St. Luke's Lutheran Church and School
2021 W State Rd 426, Oviedo, FL 32765

The 13th Annual Sham Rock N' Run 5k is a "fun for the whole family" community event. There will be prizes for the top male and female runners in a variety of age categories, a prize for the largest team, an Irish themed best costume contest, and a free Lil' Leprechaun Lap for our littlest runners under ten years old. The first six hundred runners to register will receive a free performance t-shirt and a finishers medal.

This is a great opportunity to promote your business to the community — reaching hundreds of runners and thousands of contacts during the event and preceding month

Opportunities	Investment
Presenting Sponsor	\$6,000
T-Shirt Sponsor	\$3,500
Medal Sponsor	\$3,000
Food/Bev Sponsor	\$1,500
Race Bag Sponsor	\$1,500
Shamrock Sponsor	\$1,000
Lil' Leprechaun Lap	\$750
Clover Sponsor	\$500
Opening Stretch	\$500
Water Station	\$400
Charmed Sponsor	\$300
In-Kind	Various





Sponsorship Opportunities

Note: Three year commitments are available on exclusive sponsorship levels, and may be paid in yearly installments. The right of first refusal will be given to previous year's exclusive sponsors.

Presenting Sponsor (Exclusive) - \$6,000

- Opportunity to have company representative speak at event and assist in awarding the top finishers post event.
- Company acknowledged six times during event and included in one pre-recorded video for social media on day of event, with other top-level sponsors.
- Included in Press Release for event.
- Company logo on HOPE's homepage, and company logo and web link on event webpage.
- Featured in a pre-recorded video interview for social media a month prior to the race.
- Opportunity to include ad/promo in HOPE's March newsletter.
- Recognition in six social media posts.
- Company logo on all printed and digital marketing materials, including e-blasts.
- Company logo or provided graphic will be included on rotating slide in HOPE Helps Resource Center and The HOPE Chest Thrift Store the month prior to the event.
- Company name on HOPE Chest Marquee on day of event.
- Up to four banners (provided by sponsor) displayed in prominent locations at event.
- Company logo on four mile markers and/or course signs throughout race route.
- Ten free race entries to be used for their team of racers.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags at the event.
- Marketing analytics provided post-event.
- Company logo on race t-shirt.
- Shout out and logo on RaceJoy app which runners use during race.

Secured by

Oviedo Medical Center
HCA Florida Healthcare

T-Shirt Sponsor (Exclusive) - \$3,500

*Ask about upgrade options.

- Performance T-shirts will have your large company logo displayed on it prominently. Shirts are provided to all participants, staff, and lead volunteers on the day of event (approximately 600 people).
- Company acknowledged five times during event and included in one pre-recorded video for social media on day of event, with other top-level sponsors.
- Recognition on five social media posts.
- Featured in a pre-recorded video for social media promotion on-site, at your business, to introduce the shirts when they come in.
- Company logo on three mile markers and/or course signs throughout race route.
- Five free race entries to be used for their team of racers.
- Up to three banners (provided by sponsor) displayed throughout event.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags at the event.
- Company logo on all printed and digital marketing materials, including e-blasts.
- Shout out and logo on RaceJoy app which runners use during race.

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Sponsorship Opportunities

Medal Sponsor (Exclusive) - \$3,000

- Sponsor Name or Logo displayed on Finisher's Medal for all participants.
- Presenting sponsor logo will also be included on lanyard.
- Company acknowledged four times during event, and included in one pre-recorded video on social media on day of event, with other top-level sponsors.
- Recognition on four social media posts.
- Featured in a pre-recorded video for social media introducing the medals when they come in.
- Two banners (provided by sponsor) displayed at event.
- Company logo on two mile markers and/or course signs throughout race route.
- Four free race entries to be used for their team of racers.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags at the event.
- Company logo on race t-shirt and on all printed and digital marketing materials, including e-blasts.
- Shout out and logo on RaceJoy app which runners use during race.

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Food & Beverage Sponsor - \$1,500 or in-kind equivalent

- Sponsor bagged food and beverage for 600+ participants.
- Sponsor logo included on all bags.
- Company logo on race t-shirt.
- All benefits of Shamrock Sponsorship.
- Shout out and logo on RaceJoy app which runners use during race.

Race Bag Sponsorship (Exclusive) - \$1,500

- Sponsor race bags for 600+ runners.
- Bag contains details on it about needed items in HOPE's choice food pantry and can be brought back to HOPE after the 5K with food donations in it. HOPE will order the bags directly and they will include the sponsor's logo.
- Company logo on race t-shirt. All benefits of Shamrock Sponsorship.
- Shout out and logo on RaceJoy app which runners use during race.

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Shamrock Sponsor - \$1,000

- Company acknowledged three times during the event.
- Recognition on three social media posts.
- Company logo on one mile marker and/or course sign on race route.
- Four free race entries to be used for their team of racers.
- 1 banner to be displayed at the event.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags at the event.
- Company logo on race t-shirt and on all printed and digital marketing materials, including e-blasts.
- Shout out and logo on RaceJoy app which some runners use during race.

Lil' Leprechaun Lap (Exclusive) - \$750

- Support the Lil' Leprechaun Lap (free for children under 10).
- Logo on Lil' Leprechaun Lap Medal with Sponsor logo for all children who participate.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags.
- Company logo on race t-shirt and on all printed and digital marketing materials including e-blasts.
- Shout out and logo on RaceJoy app which runners use during race.



Sponsorship Opportunities

Clover Sponsor - \$500

- Company acknowledged twice during the event.
- Recognition on two social media posts.
- Company logo and web link on HOPE's event webpage.
- Company logo and web link included in all digital and printed marketing materials.
- Company logo on all printed and digital marketing materials including e-blasts.
- One banner (provided by sponsor) displayed at event.
- Two free race entries to be used for their team of racers.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags at the event.

Opening Stretch (Exclusive) - \$500

- Lead the opening stretch for hundreds of runners on the day of the race.
- All benefits of Charmed Sponsorship.



Water Station Sponsor - \$400 (2 available)

- Have your team (in your company t-shirts) hand out water (provided) to runners on the course and help cheer them on during the race.
- All benefits of Charmed Sponsorship.

Charmed Sponsor - \$300

- Company acknowledged once during the event.
- Recognition on one social media post.
- Company logo on HOPE's event webpage and linked out to company page.
- Company name on all printed and digital marketing materials including e-blasts.
- One free race entry to be used for their team of racers.
- 10x10 space (table and 2 chairs provided, however sponsor will need to bring their own tent) and opportunity to give attendees promo items for their race bags at the event.

Sponsorship Opportunities

In-Kind Opportunities

- Opportunities for unique sponsorships are available. Contact development@hopehelps.org for an in-kind form.





Sponsorship Opportunities

Sham Rock N' Run 5K Sponsorship Form

- | | |
|----------------------------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> \$6,000 Presenting Sponsor (Exclusive) | <input type="checkbox"/> \$750 Little Leprechaun Lap Sponsor (Exclusive) |
| <input type="checkbox"/> \$3,500 T-Shirt Sponsor (Exclusive) | <input type="checkbox"/> \$500 Clover Sponsor |
| <input type="checkbox"/> \$3,000 Medal Sponsor (Exclusive) | <input type="checkbox"/> \$500 Opening Stretch (Exclusive) |
| <input type="checkbox"/> \$1,500 Food & Beverage Sponsor (Exclusive) | <input type="checkbox"/> \$400 Water Station Sponsor (2 available) |
| <input type="checkbox"/> \$1,500 Race Bag Sponsor (Exclusive) | <input type="checkbox"/> \$300 Charmed Sponsor |
| <input type="checkbox"/> \$1,000 Shamrock Sponsor | <input type="checkbox"/> In-Kind |

Company Information

Company Name: _____

Mailing Address: _____

Phone Number: _____ Email Address: _____

Contact Person: _____

Social Media Account Name(s): _____ Website: _____

If you would like a yard sign to promote the race please initial here _____. The sign can be picked up at HOPE's admin office Mon.-Thurs. between 8:30am and 4:30pm and between 8:30am and 11:30am on Fridays before Feb. 23, 2024. Sign must be returned to HOPE at the 5K.

Would you like quarter sheets to promote the race & your business? **Y N**

Except for Presenting Sponsor, booth locations are at a first come first serve basis. Contact development@hopehelps.org to inquire about or choose a specific location.

Payment Information

If you wish to pay by credit card, please fill out the following information or visit HOPE's website at www.hopehelps.org to donate online. Checks can be mailed to the address below. Please note **\$RR5k** in the online form's "Special Instructions" line or on your check memo line.

Credit Card #: _____

Credit Card Type: _____ CCV: _____ Exp. Date: _____

Billing Address: _____

Cardholder's name: _____

Sponsor Representative's Signature: _____ Date: _____

For any questions, please contact HOPE's Development/Sponsorship Manager at (407) 366-3422 ext. 3003 or development@hopehelps.org. Payment and logos must be received by January 19, 2024 to be included on race t-shirt, and received by February 16, 2024 to be included on all printed race promotional material (.jpg, .png, .eps preferred). All sponsorships are non-refundable.

Booth set up is from 6:00am to 7:30am. If a sponsor does not show up within that time frame they forfeit their booth. Sponsor(s) will be able to exhibit from 7:30am until 10:00am. Tear down begins after the event ends at 10:00am. Please keep your booth intact until then, and do not pack up early as we want everyone to remain throughout the entire event so that our runners all receive the same experience. Sponsors who pack up and leave early may not be allowed to participate in future events.

Please submit this completed form by email to development@hopehelps.org, or by mail to **HOPE Helps, 812 Eyrie Drive, Oviedo, FL 32765**



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HOUSING • **O**UTREACH • **P**REVENTION • **E**DUCTION
www.hopehelps.org

2023 Community Reach and Social Media Analytics



6,500+ followers
@hopehelpsinc



850+ followers
@thehopechestoviedo



250+ followers
HOPE Helps, Inc.



500+ followers
HOPE Helps, Inc.



24,000+
subscribers



2,500 Website
Visits Weekly

Recognition



"Best Community Involvement
2022" and "Nonprofit of the
Year 2019-2021"



"Creating Change
Honoree 2023"