



SPONSORSHIP REQUEST

The 2026 Journey 5K & Family Fun Run

Greetings!

The Journey Collective Inc., a 501(c)(3) nonprofit, is proud to present our annual **Journey 5K & Family Fun Run and Walk** — a charity run promoting women's health and wellness — on **Saturday, October 3, 2026, at Frank Liske Park in Concord, NC**. The Journey is on a mission to empower women worldwide to get educated on their health and make informed decisions to live longer, healthier lives. We believe that when women are empowered to live well, families and communities are transformed.

This year's event brings together people from all walks of life to raise awareness for women's health and wellness, with an emphasis on **Breast Cancer Awareness**. Proceeds benefit *Levine Cancer Institute* in Concord, NC and *Sisters In Partnership*, a 501(c)(3) supporting Breast Cancer survivors and thrivers — with remaining funds fueling Journey wellness programming: group coaching, fitness classes, healthy-eating sessions, wellness seminars and retreats, financial literacy training, and monthly workshops on grief, motherhood, menopause, communication, leadership, and self-care.

2026 FUNDRAISING GOAL: \$30,000

Be a part of this empowerment movement — detailed sponsorship levels are enclosed on the following page.

We hope you'll not only participate in this event but also consider aligning your support with a financial gift. Whether you walk, run, or come out for general support, you are invited to this high-energy celebration of women's wellness. Thank you in advance for considering a partnership with The Journey 5K!

READY TO BECOME A SPONSOR?

[Click here to sign up as a sponsor](#)

You may also email me directly at Kiya@TheJourneyCollective.org.
Learn more at www.TheJourneyCollective.org

Best,

Kiya Ward Shears
Founder & President
The Journey Collective Inc.

SPONSORSHIP LEVELS

★ PREMIER TITLE SPONSOR \$10,000 <i>Exclusive — limited to one sponsor</i> • Special mention in pre-event press releases and media coverage • Opportunity to speak at the opening of the race • Top recognition on all marketing materials, digital and print • Branded booth or display area at the event • Social media mentions and tags reaching our online community	• Large logo on all race t-shirts • Ten complimentary race entries • Top billing on website with logo and link • Photo opportunity with Journey leadership • Promotional materials included in race packet • PA announcements naming sponsor during and after the race • Recognition at The Journey 5K awards ceremony • Logo on four (4) yard signs along the race route • Recognition at The Journey Gala, December 2026, plus two tickets
PLATINUM SPONSOR \$5,000 • Recognition on all event marketing materials • Branded booth or display area at the event • Social media mentions and tags • Logo on all race t-shirts • Five complimentary race entries • Listed on website with logo and link • Photo opportunity with Journey leadership • Promotional materials in race packet • PA announcements during and after the race • Recognition at the awards ceremony • Logo on two (2) yard signs along the race route	GOLD SPONSOR \$2,000–\$4,999 • Branded booth or display area at the event • Listed on website with logo and link • Social media mentions and tags • Photo opportunity with Journey leadership • Full-page ad in The Journey Magazine (quarterly) • Logo on all race t-shirts • PA announcement before and after the race • Logo on one (1) yard sign along the race route • Four complimentary race entries
SILVER SPONSOR \$1,000–\$1,999 • Branded booth or display area at the event • Listed on website with a link • Social media mentions and tags • Logo on one (1) yard sign along the race route • Logo on the race t-shirt • Two complimentary race entries	EVENT SPONSOR \$500 • Recognition as a Partner during the event • Logo on one (1) yard sign along the race route