



Sponsorship Opportunities

May 22 • Veterans Park • Milwaukee, WI

Moving together for mental health.

Silver Circle Foundation, Inc., 501(c)3



A community event with purpose

Mental health awareness, hope, connection, and movement in one welcoming race-day experience.



“ *This event is about more than miles. It is about showing up for each other and reminding people they are not alone.* ”

- [A timed 5K run/walk and untimed 1-mile walk](#)
- A Mental Health Resource Village with local providers and nonprofits
- Fundraising for Silver Circle Foundation, Inc., 501(c)3 501 (c)3 mental health initiatives



Event snapshot

Built to be simple for participants, valuable for sponsors, and meaningful for the community.



Date & location	May 22 at Veterans Park in Milwaukee during Mental Health Awareness Month
Event format	Miles for the Mind 5K Run/Walk + 1-Mile Walk + Virtual Option
Organizer	Silver Circle Foundation, Inc., 501(c)3
Operations	Silver Circle Sports Events, LLC provides professional race management, chip timing, registration support, course logistics, equipment, marketing support, and race-day operations
Beneficiary focus	Mental health, suicide prevention, veterans, first responders, youth, and families

Who this brings together

A broad, sponsor-friendly audience with a mission that touches nearly every family and workplace.



- **Runners & walkers**
- **Families & friend groups**
- **Veterans & first responders**
- **Corporate wellness teams**
- **Mental health providers**
- **Community nonprofits**

Sponsor takeaway

Your brand is connected to community care, healthy movement, and practical local resources—not just another logo on a shirt.

Attendance expectations

A realistic first-year goal with room to grow through sponsorship, teams, and community outreach.



500–750

Baseline participant range

A responsible first-year planning target built through race marketing, partner outreach, teams, and community awareness.



1,000

Stretch participant goal

Doable with the right sponsorship support, corporate teams, matching gifts, sponsored entries, and coordinated promotion.



1,500–2,000

Total race-day attendance

Estimated participants plus family, friends, volunteers, vendors, resource partners, and community supporters.

How sponsors help make the stretch goal realistic

Sponsor support expands reach through company teams, sponsored participant entries, matching gifts, Resource Village visibility, course messaging, and paid/earned promotion.

72 Resource Village booth spaces

Sponsor and community partners can connect directly with participants before and after the race.

First-year event, scalable model

We are not overpromising a giant crowd on day one—but the mission, venue, and sponsor support can create strong momentum.

Why partner with Miles for the Mind

A purpose-driven event with clear community value and sponsor visibility.

Align with mental health awareness

Support a hopeful community event held during Mental Health Awareness Month.

Reach a broad local audience

Connect with runners, walkers, families, employers, veterans, first responders, and nonprofit partners.

Create real community impact

Help fund awareness, suicide prevention, veteran and first responder wellness, youth mental health, and family support.

Engage beyond a logo

Activate your brand through teams, booths, course messaging, matching gifts, and on-site visibility.

Sponsor Value

Your organization is connected to community care, healthy movement, practical local resources, and a cause that touches nearly every workplace and family.

Race-day experience

Designed to be hopeful, welcoming, and useful—not heavy, clinical, or complicated.



01 Opening ceremony

Brief welcome, moment of reflection, optional partner message

02 5K + 1-mile walk

Timed 5K and family-friendly untimed walk

03 Resource Village

Local nonprofits, providers, wellness partners, and support organizations

04 Meaningful touches

Honor signs, team photos, sponsor visibility, and hopeful course messaging

Sponsorship levels

Flexible options for organizations that want visibility, community goodwill, and a direct tie to the mission.



Presenting Partner	\$15,000	Naming recognition, premier logo placement, PA mentions, booth space, team entries, speaking opportunity, shirt/signage visibility.
Resource Village Partner	\$5,000	Naming rights for the Mental Health Resource Village, sponsor booth, email/social recognition, and event signage.
Finish Line Partner	\$2,500	Finish area signage, announcer recognition, website exposure, and sponsor booth space.
Water Station Partner	\$750	Aid station signage, volunteer recognition, website listing, and PA mentions.
Mile Marker Partner	\$500	Sponsor a hopeful course message such as “You are not alone,” “Keep going,” or “Hope moves forward.”

Sponsorship benefits at a glance

A simple comparison to help sponsors choose the right level.

Benefit	Presenting	Resource Village	Finish	Water	Mile
Logo on website	✓	✓	✓	✓	✓
Email/social recognition	✓	✓	✓		
Booth space	✓	✓	✓		
PA mentions	✓	✓	✓	✓	
Shirt/signage visibility	✓	✓			
Team entries	✓	✓			
Naming rights	✓	✓			

Benefits can be customized based on sponsor goals, activation plans, and available inventory.

Presenting Partner spotlight

For a lead sponsor that wants meaningful community visibility and clear ownership of the cause.



Presenting Partner

\$15,000

*Miles for the Mind presented by
[Sponsor]*

Best fit: health systems, financial institutions, employers, insurers, law firms, and community-minded brands.

- Top event naming recognition
- Premier logo placement on website, emails, signage, and shirts
- Start/finish banner and PA recognition
- Premier sponsor booth (x2) in high-traffic event area
- Team entries (10) for employees, clients, or guests
- Optional remarks during opening ceremony

Mental Health Resource Village

The resource area is the heart of the event—and a valuable opportunity for partner organizations.

- Mental health providers, therapists, counseling groups, hospitals, and clinics
 - Veteran, first responder, youth, recovery, grief, and crisis support organizations
 - Corporate wellness partners, gyms, yoga/meditation groups, and community nonprofits
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Booth options

Nonprofit mental health resource booth: \$100

Standard vendor booth: \$250

Corporate wellness booth: \$500

Sponsor booths: included with sponsorship



How the event raises money

Multiple fundraising tools create ways for participants, teams, sponsors, and donors to contribute.



Team fundraising

Companies, families, schools, veteran groups, police/fire departments, run clubs, and friends can create teams and raise funds. There is no fee to create a team.

Donation levels

\$25, \$50, \$100, \$250, \$500, \$1,000 giving levels built into registration.

Sponsor a participant

Give entries to veterans, first responders, students, or participants facing cost barriers.

Honor & memory signs

Supporters can purchase course signs in honor or memory of someone they love.

Matching gifts

A sponsor can match the first \$2,500 or \$5,000 raised to create momentum.

Fundraising awards: largest team, top fundraising team, top individual fundraiser, most spirited team, first responder challenge, veteran challenge.

Sponsor visibility & marketing

A clear campaign before, during, and after the event gives partners repeated touchpoints.



Announcement, event website, sponsor packet, registration opens

Email campaign, social posts, team challenges, sponsor spotlights

Final participant emails, PA mentions, booth logistics, course signage

On-site banners, Resource Village, finish area, team photos, announcer recognition

Thank-you email, fundraising recap, sponsor recognition, impact report

“

Move with purpose. Walk for someone. Run for hope. Show up for mental health.

”

Sponsor activation ideas

Turn sponsorship into a memorable experience instead of a logo parked politely in the corner.



- Host a company wellness team and invite employees, clients, and families
- Sponsor the honor/memory sign program and help tell the stories behind the miles
- Lead a matching gift challenge to spark donations during registration
- Provide branded giveaways that support wellness: water bottles, bracelets, stickers, resource cards
- Staff a booth with practical resources, not just brochures and a lonely bowl of peppermints



Partner with Miles for the Mind

Help create a hopeful community event that connects people with movement, resources, and support.

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Run for hope. Walk for someone you love. Move with purpose.

