



GILDA'S CLUB SOUTH FLORIDA'S 2023
GILDA'S RACE FOR

HOPE

A 5K & 1 MILE COLOR RUN/WALK

**PARTNERSHIP
OPPORTUNITIES**

BENEFITTING



**GILDA'S CLUB
SOUTH FLORIDA**

An Affiliate of the
CANCER SUPPORT COMMUNITY

ABOUT GILDA'S RACE FOR HOPE

Gilda's Race for Hope is a charity event that has a direct and meaningful impact in the lives of those who are or have somehow been impacted by cancer. Gilda's Race for Hope brings together the community in a safe and family fun atmosphere. The event welcomes all people to participate as a walker, racer, volunteer, or spectator.

Gilda's Race for Hope is a sanctioned 5K race in South Florida. Organized by Gilda's Club South Florida, the annual run/walk takes place in the fall each year in Fort Lauderdale, FL. The event attracts participants within the South Florida community, and virtually throughout the United States.

The proceeds of the race directly support Gilda's Club South Florida's efforts to continue to provide free support and services to anyone impacted by any cancer, and their loved ones with, professionally led support groups, healthy lifestyle activities, educational workshops and lectures, social events, and resources.



GILDA'S RACE FOR HOPE OVERVIEW

Since its inception in 2020, Gilda's Race for Hope has brought in over 250 participants within the South Florida community and raised over \$75,000. In 2022, Gilda's Race for Hope was held in-person for the first time at Nova Southeastern University.

LEARN ABOUT GILDA'S CLUB SOUTH FLORIDA



Gilda's Club South Florida's mission is to ensure all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. Since 1994, it has been our goal to increase social ties, sense of control, hope and meaning for individuals impacted by cancer to help improve their health and well-being.

SNAPSHOT OF GILDA'S CLUB SOUTH FLORIDA'S IMPACT

3,216

individuals were served within the last year.

7,811

total visits to all of our programs within the last year

472

total healthy living programs were offered within the last year

377

total support & networking groups were offered within the last year

Gilda's Club South Florida focuses on providing psychosocial support to complement medical treatments to nurture every part of a patient as they learn, grow, and recover. Our program is made up of five core components: support groups, education, healthy lifestyle, social connections and resources and referrals. It is provided free of charge to anyone impacted by a cancer diagnosis – men, women, teens, and children – along with their families, friends, and caregivers. As an affiliate of the worldwide Cancer Support Community, our program comes with more than 30 years of expertise behind it, a one-of-a-kind, evidence-based program of social and emotional support.

We aim to provide a holistic, patient-active approach to wellness to improve overall health outcomes. Our groups and events give our members the support they need to confront cancer. Our education programs aim to empower people impacted by cancer with the knowledge necessary to take an active role in their path to recovery. Our wellness programs are designed to strengthen both body and mind over the course of the cancer journey.

WHY PARTNER WITH GILDA'S CLUB

Your partnership is an investment, not only in the well-being of the people in your community, but also in those close to you. Cancer in some way touches the lives of your customers, clients, colleagues, friends, neighbors and/or family members. Partnering with Gilda's Club South Florida's Race for Hope offers the valuable opportunity to promote your brand, gain exposure, and align your organization's values with an engaged group of people who are ensuring cancer patients and their families have community and hope during a critical time in their lives.



REACH

hundreds of individuals in the South Florida community on race day



MARKET

your products or services on race day



ENHANCE

product or service credibility with a growing charity event and local nonprofit organization

PRINTED MATERIALS

Sponsors of Gilda's Race for Hope will be featured on printed and advertising materials, corresponding to the level of sponsorship. Advertising materials include registration forms, posters, t-shirts, website, signage, and Save the Date cards.

ONLINE PRESENCE

Sponsors of Gilda's Race for Hope will have their company logos displayed on website for a full year beginning when registration starts. Sponsors will be recognized on Gilda's Club South Florida's social platforms like Facebook, TikTok, Instagram, and LinkedIn.

ONSITE PROMOTION

Gilda's Race for Hope sponsors are offered the opportunity to exhibit and display their product on Race Day. Possible on site promotional ideas include signs & banners, merchandise giveaways, and product sampling.

PRESENTING SPONSOR - \$20,000

- Logo or recognition placement as presenting sponsor on t-shirt, email campaign, event signage, social media, press release, eNewsletter, Gilda's Club website and event page
- 2 - spotlight videos up to 60 seconds that will be shared on social media (2x) plus in an event email
- Footer ad in Gilda's Club newsletter for one month
- Verbal recognition at event
- Opportunity to speak at event
- Opportunity to have a representative serve on committee
- Logo on event t-shirt
- Opportunity to have vendor booth at event
- 12 complimentary registrations for the event

SURVIVOR SPONSOR - \$10,000

- Logo or recognition on email campaign, event signage, social media, press release, eNewsletter, Gilda's Club website and event page
- A spotlight video up to 45 seconds that will be shared on social media
- Verbal recognition at event
- Logo on special Survivor/Gilda's Member T-Shirt
- Logo on event t-shirt
- Opportunity to provide special gift to survivors/Gilda's Club Members
- Opportunity to have vendor booth at event
- 10 complimentary registrations for the event

GOLD SPONSOR - \$7,500

- Logo or recognition on email campaign, event signage, social media, and event page
- A spotlight video up to 30 seconds that will be shared on social media
- Verbal recognition at event
- Logo on event t-shirt
- Opportunity to have vendor booth at event
- 8 complimentary registrations for the event

SILVER SPONSOR - \$5,000

- Logo or recognition on email campaign, event signage, social media, and event page
- Verbal recognition at event
- Logo on event t-shirt
- Opportunity to have vendor booth at event
- 6 complimentary registrations for the event

SWAG BAG SPONSOR - \$3,500

One Sponsorship Available

- Exclusive sponsorship
- Logo or recognition event signage, social media, and event page
- Exclusive logo featured prominently on event bag
- Logo on event t-shirt
- Opportunity to have vendor booth at event
- 4 complimentary registrations for the event

HOPE SPONSOR - \$2,500

- Logo or recognition on email campaign, event signage, social media, and event page
- Opportunity to have vendor booth at event
- 4 complimentary registrations for the event

MEDAL SPONSOR - \$2,500

Three Sponsorships Available

- Exclusive sponsorship
- Logo or recognition on event signage, social media, and event page
- Exclusive logo featured prominently on Gilda's Race for Hope medal to all participants
- Opportunity to have vendor booth at event
- 4 complimentary registrations for the event

WATER STATION SPONSOR - \$1,000

Three Sponsorships Available

- Logo or recognition on email campaign, event signage, social media, and event page
- Branded tablecloth and signage at one water station on the route.
- Opportunity to have vendor booth at event
- 2 complimentary registrations for the event

VENDOR BOOTH - \$500

- Opportunity to have vendor booth at event
- 2 complimentary registrations for the event

More Sponsorship Opportunities Available Upon Request

Partnership Agreement

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor - \$20,000 | <input type="checkbox"/> Hope Sponsor - \$2,500 |
| <input type="checkbox"/> Survivor Sponsor - \$10,000 | <input type="checkbox"/> Medal Sponsor - \$2,500 (One Sponsorship Available) |
| <input type="checkbox"/> Gold Sponsor - \$7,500 Silver | <input type="checkbox"/> Water Station Sponsor - \$1,000 |
| <input type="checkbox"/> Sponsor - \$5,000 | <input type="checkbox"/> Vendor Booth - \$500 |
| <input type="checkbox"/> Swag Bag Sponsor - \$3,500 | |

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Credit Card

Charge Credit Card # _____

Amount of \$ _____

Expiration Date _____ CVV _____

Signature _____

**All credit card charges will be subject to a credit card processing fee.

Check: Please make checks payable to Gilda's Club South Florida

Invoice _____

Please send an invoice to the attention of _____

to the following email or address (if different from above)

Please submit completed form and company logo to:
jacqui@gildasclubsouthflorida.org

Or mail to:
Gilda's Club South Florida
Attn: Gilda's Race for Hope
4850 W Prospect Road
Fort Lauderdale, FL 33309

THANK YOU IN ADVANCE FOR YOUR SUPPORT!