



maddie's
footprints

2ND ANNUAL

FOOTPRINTS FOREVER

QTR MARATHON
5K & 1 MILE FUN RUN



SATURDAY

october 28TH
Pointe Marie

WWW.MADDIESFOOTPRINTS.ORG

FACE PAINTING FUN JUMPS JAMBALAYA

COOKIE CAKE BUBBLES



ABOUT MADDIE'S FOOTPRINTS

Maddie's Footprints was established in January 2010 in Lafayette, Louisiana, in memory of Madeline Noelle McGrew. The vision of

Maddie's Footprints is to help families who have experienced miscarriages, stillbirths, or the loss of an infant. We help lead these families in the right direction when they are in need of guidance and/or counseling. We also offer these families financial assistance for end-of-life expenses and/or medical expenses that can be overwhelming during their difficult time.

We are honored to have been contacted by Monica Alley, founder of Anna's Grace, to take over the reins of her organization by expanding Maddie's Footprints into the Baton Rouge area in January of 2022. **Since that time, we have helped over 200 families in Greater Baton Rouge with both financial and emotional support.**



Maddie's family, pictured L to R: Mike (grandfather), David (uncle), Noelle (sister), Lori (mom), Avery (sister), Travis (dad), and Michelle (grandmother)

2023 Footprints Forever Quarter Marathon Sponsor Levels

Presenting Sponsor \$10,000 (Exclusive)

***If a credit card is used, sponsorship is \$10,300*

- Sponsor will be recognized by the emcee throughout the day of the event
- Sponsor may provide banner to be displayed at tent (if provided)
- Sponsor may set up company tent for use by Maddie's staff, must be set up at time designated by MFP
- Sponsor name/logo recognized in all local media promoting race, including: radio, television, print advertising and billboards
- Sponsor has opportunity to work closely with Maddie's Footprints marketing staff to build promotional campaign regarding sponsorship
- Sponsor has the opportunity to attend a minimum of 2 media appearances with a Maddie's representative to promote their sponsorship of the event
- Sponsor name/logo included in all materials printed by MFP to promote race
- Sponsor name/logo displayed prominently at top on event signage day of the race
- Sponsor name/logo prominently placed on front of over 500 event t-shirts
- Sponsor name/logo on step and repeat banner on race day
- Sponsor name or logo displayed prominently on Maddie's Footprints website, RunSignUp page, and MFP's social media sites with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets
- Sponsor receives 16 complimentary race entries

Mile Marker Sponsor \$5,000 (Exclusive)

***If a credit card is used, sponsorship is \$5,150.*

- Sponsor name/logo printed on 1-6 mile markers signs along the race route
- Sponsor has opportunity to work closely with Maddie's Footprints marketing staff in order to build promotional campaign regarding sponsorship
- Sponsor may provide banner to be displayed at tent (if provided)
- Sponsor may set up company tent for use by Maddie's staff, must set up at time designated by MFP
- Sponsor name/logo placed on over 500 event t-shirts
- Sponsor name/logo on event banner on race day
- Sponsor name or logo on RunSignUp page as well MFP's social media sites with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets
- Sponsor receives 8 complimentary race entries



Square Sponsor \$5,000 (Exclusive)

***If a credit card is used, sponsorship is \$5,150.*

- Sponsor name/logo printed on minimum of 5 sponsor signs and displayed prominently throughout event space
- Sponsor may provide banner to be displayed at tent (if provided)
- Sponsor may set up company tent for use by Maddie's staff, Friday, October 27, 2023
- Sponsor name/logo placed on over 500 event t-shirts
- Sponsor name/logo prominently displayed on event banner on race day
- Sponsor name or logo on RunSignUp page as well as MFP's social media sites with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets
- Sponsor receives 8 complimentary race entries.

Water Station Sponsor \$2,500 (Exclusive to three)

***If a credit card is used, sponsorship is \$2,575.*

- Sponsor name/logo printed on sign designating water station
- Sponsor may provide volunteers to work water station in order to further promote business
- Sponsor name/logo placed on over 500 event t-shirts
- Sponsor name/logo prominently displayed on event banner on race day
- Sponsor may set up company tent for use by Maddie's staff, must be set up at designated time
- Sponsor name or logo on RunSignUp page as well as MFP's social media sites with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets
- Sponsor receives 6 complimentary race entries.

Champions - \$1,500

***If a credit card is used, sponsorship is \$1,545.*

- Sponsor name/logo placed on over 500 event t-shirts
- Sponsor name/logo prominently displayed on event banner on race day
- Sponsor may set up company tent for use by Maddie's Footprints on Friday, October 27th (limited space available)
- Sponsor name or logo on RunSignUp page as well as MFP's social media pages with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets
- Sponsor receives 4 complimentary race entries



**maddie's
footprints**
Greater Baton Rouge

Advocates - \$1,000

***If a credit card is used, sponsorship is \$1,030.*

- Sponsor may set up company tent for use by Maddie's Footprints on Friday, October 27th (limited space available)
- Sponsor name/logo on RunSignUp page as well as MFP's social media sites with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets
- Sponsor receives 4 complimentary race entries

Friend of Maddie's - \$500

***If a credit card is used, sponsorship is \$515.*

- Sponsor name/logo on RunSignUp page as well as MFP's social media sites with over 10,000 followers
- Sponsor may provide promotional material/business cards for over 500 race packets

**ALL MONEY RAISED IN GREATER
BATON ROUGE WILL GO TO
SUPPORT BATON ROUGE AREA
FAMILIES!**



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footprints**
Greater Baton Rouge

2nd Annual Footprints Forever Quarter Marathon

benefiting Maddie's Footprints – Greater Baton Rouge

Saturday, October 28th, 2023

Pointe Marie, River Road, Baton Rouge

CASH SPONSOR REGISTRATION

Company / Sponsor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name : _____

Second Contact Name : _____

Email (required) : _____

Phone :(_____) _____

SPONSOR AMOUNT

- _____ Presenting Sponsor (1 Available) \$10,000
- _____ Mile Marker Sponsor (1 Available) \$5,000
- _____ Square Sponsor (1 Available) \$5,000
- _____ Water Station Sponsor (3 Available) \$2,500
- _____ Champion \$1,500
- _____ Advocate \$1,000
- _____ Friend of Maddie's \$500

Make checks payable to: Maddie's Footprints and mail to:

234 Rue Beauregard, Ste 201 Lafayette, LA 70508

QUESTIONS?

Please contact: Edie C. Aymond, Executive Director

ECouvillon@MaddiesFootprints.org 337-349-4012 (cell)