

# STRENGTH TRAINING FOR YOUR SAVINGS

## ABOUT THE RACE

The 4.01k Race raises funds for **Junior Achievement of Central Indiana** and the financial education programs they provide to youth in and around Central Indiana.

Presented by **ProCourse**, this 2.5-mile fun run brings the community together to support financial education for our youth all while staying active ourselves.



THE 5TH ANNUAL



RACE FOR FINANCIAL FITNESS™

PRESENTED BY PROCOURSE FIDUCIARY ADVISORS

**Sunday, June 11, 2023, 11:00 a.m.**

**Butler University**

Virtual Racing Options Available



**BUTLER**  
UNIVERSITY



## Why Get Involved

We are leading the charge to improve both the health and wealth of our community. Our 5th Annual 4.01k Race for Financial Fitness is a great way to improve *total* wellness. Not only is this 2.5 mile race a way to get out and active but it's a community fundraiser with 100% of the proceeds going to support Junior Achievement of Central Indiana and its financial literacy programming for kids.

Since our race started locally in 2019, we have been able to help over 5,000 students better prepare for the future. We can't wait to see what you can help us achieve in 2023!

Since 2019...

758

REGISTERED RACERS



7,000+

STUDENTS SUPPORTED



\$133,448

DOLLARS RAISED



# Sponsorship

Your tax-deductible sponsorship is a great way to gain visibility for your company, engage your employees, and support the financial futures of our youth!

Get  
Involved  
Today!

	Gold \$10,000	Silver \$8,000	Bronze \$5,000	Finish Line \$3,500	Mile Marker \$2,000*	Water Station \$1,500*	Swag Bag \$500*	Parking Sponsor \$500
<b>RACE DAY BENEFITS</b>								
Race Entries	100	75	50	30	20	10		
Race Start								
Logo on Race Signage								
Well-a-Bration Table								
<b>VIRTUAL BENEFITS</b>								
Logo on Race Website								
Video on Race Website								
Social Media Mentions								
<b>SWAG BENEFITS</b>								
Logo on Race T-Shirt								
Logo on Race Bag								
Giveaway in Race Bag								
Digital Coupon								
<b>CUSTOM BENEFITS</b>								
	Logo on Water Bottle	Logo on Finisher Medal		Finish Line Banner	Logo on Mile Marker	Logo at Water Station	Logo on Swag Bag	Signage at Parking Garage

More at [Indy401KRace.com](http://Indy401KRace.com)



Junior  
Achievement  
of Central Indiana

ProCourse  
AN COMPANY

\*Limited number of sponsorships available



# Create a Corporate Team

This year we are offering Corporate Teams! Race teams enjoy discounted pricing and can be customized to fit your needs. You can incorporate the race team into your wellness incentive program, create a fun health challenge or plan a fun day out with your employees and their families.

## Build Your Corporate Team

- Match all or a portion of your team registration dollars
- Pay for a portion of your team registrations (percentage or dollar amount)
- Allow family and friends to participate on your team
- Dedicate a team captain to work with our race coordinators

## Ways to Encourage Participation

- Utilize our Corporate Team Toolkit to encourage engagement
- Include in your health wellness incentive program
- Offer Paid Time Off for participating





# Retirement Vendor Sponsorships

## Support the Future Savers

As a way to maintain independence and our conflict-free policies, we ask that all retirement plan vendors support our race at the same monetary value and receive the same sponsorship benefits.

The vendor package listed below will support an entire classroom with financial education programming through Junior Achievement of Central Indiana. We thank you for your support of this great cause!

## Vendor Sponsorship | \$1,000

- Well-a-bration Table
- Logo on Website
- Logo on T-Shirt
- Digital Coupon





## Wellabration™ Vendor

After the race will be a “Wellabration™”. This is an excellent opportunity to showcase your organizations’ products and services. We anticipate a few hundred runners to participate and join us after the race for food, fun, and games. **A \$50 nominal fee will reserve your spot and serve as a donation to Junior Achievement of Central Indiana.** All vendors will be provided a table. Promote your business, engage with our racers, and help improve financial wellness in our community.

For more information and to sign up as vendor, please visit [contact Renea Gates, rgates@jaindy.org](mailto:rgates@jaindy.org).

### Vendor Activities

We encourage you to engage with our racers of all ages! Some ideas include:

- Face Painting
- Pin the Tail on the "Piggy"
- Financial Wellness Wheel of Giveaways

Call our team to brainstorm other activities. We hope you can join us!

