



2023 SHAMROCK RUN

SPONSORSHIP PROPOSAL

WHEN:

March 3, 2023, 4:00 pm - Festivities begin, including VIP Event!

Kids Race Start – 6:00 pm

Race Start – 6:30 pm

WHERE: Ellis Square



MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

We believe that every baby deserves the best possible start. Unfortunately, not all babies get one.
We are changing that.

OUR ORGANIZATION DOES THIS BY:

- Supporting research toward solutions that ensure every baby is born healthy.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms before, during and after pregnancy.
- Educating medical professionals on known solutions to improve the care that moms and babies receive.
- Uniting local communities across the nation through events and other collaborative efforts.
- Partnering with organizations and companies committed to helping moms and their families.

EACH YEAR IN THE UNITED STATES:

- Nearly 4 million babies are born.
- Nearly half a million babies are born prematurely or with birth defects.
- More than 23,000 babies die before reaching their first birthday.

OVER THE YEARS WE HAVE...

- We funded research grants totaling nearly \$16.7 million.
- We invested \$5.56 million in maternal and child health community grants.
- We awarded around \$700,000 in research grants to evaluate the impact of COVID-19 on maternal and infant health.
- More than 50,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support® and My NICU Baby® App.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.

IN GEORGIA:

- Pre-term live birth rate is 11.4%
- Chatham county preterm birth rate is 12.4%
- Atlanta preterm birth rate is 10.7%
- Factors include: Uninsured, inadequate prenatal care and poverty among women between the ages of 15-44.
- Average cost of a preterm birth is \$65 THOUSAND..

Sources and Notes

Births and preterm births—National Center for Health Statistics (NCHS), final natality 2022. Birth defects—CDC estimate of the number of babies born with a birth defect. Infant mortality—NCHS, infant mortality, 2013. Societal cost—Institute of Medicine report, 2021.

ABOUT THE SHAMROCK RUN

Savannah's St. Patrick's Day season comes alive with the greening of the Forsyth Park fountain and the annual March of Dimes Shamrock 5K Run. This much anticipated event takes place before St. Patrick's Day as the annual St. Patrick's Day kick-off event and attracts runners from all over the country. With the start and finish line in Ellis Square, local businesses have the opportunity to capitalize on the thousands of individuals, families, and company participants who attend the race.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR—\$10,000

- First right of refusal each year
- Opportunity to assist in presenting winner's medals
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo and name
- Company mention in press release
- Logo inclusion in media ads and interviews
- Mention in all pre-race e-blasts via runsignup.com
- Dedicated company feature in two e-blasts pre-race
- Recognition in social media – 5 Facebook posts
- Logo on t-shirt (top tier placement)
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters
- Logo on race bibs



EVENT DAY BENEFITS

- Ten (10) VIP passes (attended by St. Patrick's Day Grand Marshall and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Corporate representative to stand with Grand Marshall and clergy for official start of race
- Product or service sampling and promotion opportunity on-site
- Tent and display table provided
- Company dedicated PA announcements at event
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event news release
- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days after event

GOLD SPONSOR - \$7,500

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Company mention in media PSAs
- Logo inclusion in print ads and event webpage (runsignup.com)
- Mention in two (2) pre-race e-blasts via runsignup.com
- Recognition in social media – 3 Facebook posts
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Six (6) VIP passes (attended by St. Patrick's Day Grand Marshal and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Product or service sampling and promotion opportunity on-site
- PA announcement at event
- Tent and display table provided
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event News Release
- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event



SILVER SPONSOR - \$5,000

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Recognition in social media – 2 Facebook posts
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Five (5) VIP passes (attended by St. Patrick's Day Grand Marshal and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Product sampling or service provided on-site
- PA announcement at event
- Tent and display table provided
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event News Release
- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

RACE DAY SPONSORSHIPS

B&D BURGERS VIP SPONSOR - \$5,000

A VIP party (pre and post-race) experience at B&D Burgers located on West Congress St. with music, food, and drinks.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Recognition in social media – 2 Facebook posts



- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Five (5) VIP passes (attended by St. Patrick's Day Grand Marshal and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Product sampling or service provided on-site
- PA announcement at event
- Tent and display table provided
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event News Release
- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

***NEW* GLOW RUN - \$3,500**

Glow Vibe Golf will set up a "Signature LED Glow System" along the racecourse. This includes colorful and bright glow beams and glow blasters to create an exciting Glow Run experience.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Recognition in social media – 1 Facebook post
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Three (3) VIP passes (attended by St. Patrick's Day Grand Marshal and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Tent and display table provided
- Company-provided banner displayed at event
- Dedicated PA Announcement at Award Ceremony



POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

PHOTO BOOTH - \$3,000

Runners will visit the photo booth to pose in costume and have pictures tagged on their social media sites, pre-event.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters
- 1,000+ social media tags for sponsor
- Logo on background of all photos taken in booth

EVENT DAY BENEFITS

- One (1) VIP Pass (attended by St. Patrick's Day Grand Marshall and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Photo Booth set-up with staff
- Tent and display table provided
- Company-provided banner displayed at event
- Dedicated PA Announcement

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

KIDS FUN RUN - \$2,500

The event's smallest runners will set off on the 2023 Kiddie Run just prior to the annual 5K race.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters



EVENT DAY BENEFITS

- One (1) VIP Pass (attended by St. Patrick's Day Grand Marshall and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Opportunity to award each young runner with a company branded finisher medal
- Dedicated PA Announcement
- Tent and display table provided
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

KIDS TENT - \$2,500

An opportunity for the Kids Fun Run participants to enjoy children's activities such as crafts, games, and glow mini golf.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- One (1) VIP Pass (attended by St. Patrick's Day Grand Marshall and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Mini Glow Golf set-up provided in Ellis Square
- Dedicated PA Announcement
- Tent and display table provided
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

ENTERTAINMENT - \$2,500

Celebrate the festivities and completion of the 5k while your company helps kick-off the Shamrock Run celebrations and VIP event at B&D Burgers.

- First right of refusal each year
- Volunteer leadership opportunities



MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- One (1) VIP Pass (attended by St. Patrick's Day Grand Marshall and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Company-provided banner displayed at event
- Tent and display table provided
- Dedicated PA announcement

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

START/FINISH LINE - \$2,500

The Start/Finish Line is right where the action is. Every runner will line up under your company branded banner to begin the race and sprint to your company branded finish line banner to complete their 5k.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Logo on official Start and Finish line banners
- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- One (1) VIP Pass (attended by St. Patrick's Day Grand Marshall and Aides, sponsors, and guests)
 - Each pass includes hors d'oeuvres, one drink ticket, live music experience, and inclusion in the awards ceremony
- Company-provided banner displayed at event
- Tent and display table provided
- Dedicated PA announcement directing runners to line-up under your Start Line banner

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event



FINISH LINE WATER STOP - \$1,500

Every runner will cross the finish line and head to the Finish Line Water Stop. Your company will be provided the opportunity to engage the runners on-site with beverages and approved company giveaways.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Bottles of water provided
- Opportunity to sample/provide approved products or services
- Company-provided banner displayed at event
- Tent and display table provided
- Dedicated PA announcement

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

HEALTH & WELLNESS TENT - \$1,000

Safety is paramount for the March of Dimes Shamrock Run. Your group of trained medical professionals and sports therapists will be able to provide on-site treatment to anyone in need while simultaneously positioning your brand in the Savannah community.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Tent and display table provided
- Company-provided banner displayed at event
- Dedicated PA announcement



POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

PET STOP - \$1,000

Help make our four-legged participants a part of the celebration while you help put your business in the spotlight.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters

EVENT DAY BENEFITS

- Tent and display table provided
- Company-provided banner displayed at event
- Company provided water bowls and gift bags with treats for pet parents to pick-up for their favorite four-legged friend
- Opportunity to announce the winner of the Pet Costume Contest

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

ROUTE WATER STOP - \$1,000

Runners will make the turn from Whitaker Street to Park Avenue and come by your water stop for some refreshments! Your company will be provided the opportunity to engage the runners on-site or have volunteers represent you.

- First right of refusal each year
- Volunteer leadership opportunities

MARKETING BENEFITS

- Rights to use the Shamrock Run logo/name
- Mention in one (1) pre-race e-blast via runsignup.com
- Logo on t-shirt
- Logo on event signage, banner(s), and event website
- Logo on pre-race posters



EVENT DAY BENEFITS

- Tent and display table provided
- Water/cups provided
- Company-provided banner displayed at event

POST EVENT BENEFITS

- Recognition in post-event social media posts
- Partner Impact Report (PIR) delivered within 60 days post event

CUSTOM OPPORTUNITIES ARE AVAILABLE UPON REQUEST. PLEASE CONTACT VICTORIA SMITH, 202-281-8569 OR VICTORYJO@GMAIL.COM.



SPONSORSHIP COMMITMENT FORM

Company name/donor

Primary contact

Address

City

State

ZIP Code

Phone

Email

☐ YES, we will support Shamrock Run as a sponsor in the amount of \$_____ as a
_____ sponsor.

Signature of primary contact

Date

(My signature indicates authorization to make this commitment on behalf of my company.)

Payment options (payment is due no later than 30 days prior to event):

- ☐ Check enclosed (payable to FREEMANWORX,LLC)
- ☐ Credit card

Credit card number

Expiration date

Security code

Name as it appears on card

Billing address (if different from above)

Signature of card holder

Please mail check to:

Freemanworx, LLC
463 Johnny Mercer Blvd
PO Box 300
Savannah, GA 31410

Questions or details about the event? Contact:

Victoria Freeman Smith
Freemanworx LLC
victoryjo@gmail.com
202-281-8569