



## **RE: Sponsorship Request for The Journey 5K**

Greetings!

The Journey Collective Inc. is a 501(c)(3) that is proud to announce our annual Journey 5K & Family Fun Run and Walk, a charity run aimed at promoting women's health & wellness Saturday, October 4<sup>th</sup> at Frank Liske Park in Concord, NC. The Journey is on a mission to empower women worldwide to get educated on their health and make informed decisions to live longer healthier lives. We believe that when women are empowered to live well, families and communities are transformed!

The Journey 5K & Family Fun Run and Walk will bring together people from all walks of life, the primary goal of The Journey 5K & Family Fun Run is to raise awareness about the importance of women's health and wellness, with an emphasis on Breast Cancer Awareness. The fundraising goal for this year is \$30,000, with a portion of proceeds being donated to *Levine Cancer Institute* in Concord, NC and *Sisters In Partnership*, a 501c3 organization that supports Breast Cancer survivors and thrivers.

Remaining funds will go toward Journey wellness programming, including group coaching, healthcare advocacy resources, healthy eating & physical wellness sessions, financial literacy training, and an array of monthly workshops on various topics, including grief, motherhood, menopause, communication, leadership, and self-care.

Be a part of this empowerment movement by aligning your support with a sponsorship below:

### **\*Premier\* Title Sponsor- \$10,000 (Exclusive to only one sponsor)**

- Special mention in pre-event press releases and media coverage.
- Opportunity to speak at the opening of the race.
- Recognition as Premier Title Sponsor on all event marketing materials- digital and print.
- Opportunity to set up a branded booth or display area at the event.
- Social media mentions and tags on our event pages and posts, reaching our extensive online community.
- Display of logo (Large) on all race t-shirts.
- Ten complimentary race entries.
- Listed as top sponsor on the website with logo and link.
- Photo opportunity with the leadership of The Journey at the 5K.
- Inclusion of promotional materials in race packet.
- Special PA system announcements mentioning the sponsor's name during and after the race.
- Recognition at The Journey 5K awards ceremony.
- Company Logo placed on four (4) Yard Signs along the race route.

- Recognition at The Journey Gala in December 2024.
- Two tickets to The Journey Gala in December 2024.

#### **Platinum Level Sponsor- \$5,000**

- Recognition as Platinum Sponsor on all event marketing materials- digital and print.
- Opportunity to set up a branded booth or display area at the event.
- Social media mentions and tags on our event pages and posts, reaching our extensive online community.
- Display of logo on all race t-shirts.
- Five complimentary race entries.
- Listed as Platinum sponsor on The Journey website with logo and link.
- Photo opportunity with the leadership of The Journey at the 5K.
- Promotional materials in the race packet.
- Special PA system announcements mentioning sponsor's name during and after the race.
- Recognition at The Journey 5K awards ceremony.
- Company Logo placed on two (2) Yard Signs along the race route.

#### **Gold Level Sponsor- \$2,000-\$4,999**

- Opportunity to set up a branded booth or display area at the event.
- Listed as a Gold sponsor on The Journey website with logo and link.
- Social media mentions and tags on our event pages and posts, reaching our extensive online community.
- Opportunity to set up a branded booth or display area at the event.
- Photo opportunity with the leadership of The Journey at the 5K.
- Full-page ad in *The Journey Magazine*, a quarterly print magazine.
- Display of logo on all race t-shirts.
- Special PA announcement mentioning sponsor's name before and after the race.
- Company logo printed on one (1) Yard Sign along the race route.
- Four complimentary race entries.

#### **Silver Level Sponsor- \$1,000-\$1,999**

- Opportunity to set up a branded booth or display area at the event.
- Listed as a Silver sponsor on The Journey Collective website with a link.
- Social media mentions and tags on our event pages and posts, reaching our extensive online community.
- Company logo printed on one (1) yard sign along the race route.
- Logo on the race t-shirt.
- Two complimentary race entries.

#### **Event Sponsor- \$500**

- Recognition as a Partner during the event.
- Company logo printed on one (1) yard sign along the race route.

We hope you will not only participate in this event, but you will also consider aligning your support with a financial gift. Whether you walk, run, or come out for general support, you are invited to this high-energy time of empowering women's wellness.

Thank you in advance for considering participating in The Journey 5K! Attached you will find a sponsorship form that can be completed and submitted by mail. You may also email me at [Kiya@TheJourneyCollective.org](mailto:Kiya@TheJourneyCollective.org) to set up a sponsorship or answer any questions. To learn more about The Journey Collective, please visit [www.TheJourneyCollective.org](http://www.TheJourneyCollective.org).

Best,

A handwritten signature in cursive script that reads "Kiya Ward Shears".

Kiya Ward Shears  
Founder & President  
The Journey Collective Inc.  
[Kiya@TheJourneyCollective.org](mailto:Kiya@TheJourneyCollective.org)  
[www.TheJourneyCollective.org](http://www.TheJourneyCollective.org)

**THE JOURNEY 5K  
SPONSORSHIP FORM**

Saturday, October 4th, 2025, at Frank Liske Park, Concord, NC

Organizational Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ . Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Contact Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

1. Sponsorship level (please circle): Premiere.    Platinum    Gold Silver    Event Sponsor

2. Method of Payment (please circle): Cash Check Invoice Me

3. We plan to send materials/giveaways for the participant packets: YES. NO

4. LOGO: Please email your logo as a hi-res JPEG, ESP, or PNG file to  
Kiya@TheJourneyCollective.org.

Email this form to Kiya@TheJourneyCollective.org for a digital payment option (invoice),  
or mail this form with a check donation to:

The Journey Collective Inc.  
PO Box 8057  
Concord, NC 28027

*Note: All checks should be made payable to "The Journey Collective Inc."*

Thank you for your support!