



2024 Sponsorship Opportunities

Cook Medical Beat the Heat 5K Races



www.bth5k.org



Hosted by the Twin City Track Club, Inc. (TCTC), the **Cook Medical Beat the Heat 5K** has been a popular midsummer event on the Triad road racing scene every year since 1989. The purpose of the Beat the Heat 5K is **to promote fitness and health**, and improve the quality of life for individuals and families. The 2024 race will occur on Saturday, July 20, beginning and ending at the Winston-Salem Fairgrounds.

By sponsoring the Beat the Heat event, you are helping to **support fitness and health in our community** through the activities and events of the Twin City Track Club, a 501(c)(3) nonprofit organization. Our 800+ members are a cross-section of the Triad, representing runners and walkers of all abilities. You are also **helping to support Beat the Heat Charity Partners**. Selected Charity Partners have a direct impact on community health and fitness, with a special focus on youth and/or disadvantaged persons. Since 2016, Beat the Heat has raised more than \$49,000 for Charity Partners.

Beat the Heat is the **official USATF 5K Championship race for the state of North Carolina**. Each year, the event attracts more than 1,000 participants, including elite runners from cities all over North Carolina. Prize money of more than \$5,000 will be awarded to the qualifying USATF winners, many of which are U.S. Olympic Trials qualifiers.

What else makes this race special? First, its evening start provides a break from the summer heat and creates a sunset backdrop for the post-race celebration and awards ceremony. Second, it is a family event -- in addition to the featured 5K race, there is a one mile fun run/walk for all ages. Third, it embraces all levels of runners; from the world-class USATF participants to nearly 100 first time 5K runners each year.

The Beat the Heat 5K is a special event in the Winston-Salem area. **Sponsoring the Beat the Heat 5K is a perfect way for your company to support the community while enhancing company exposure and goodwill.**

Cook Medical Beat the Heat 5K
2637 Arbor Place Court
Winston-Salem, NC 27104

Twin City Track Club
www.twincitytc.org
EIN 56-1292364

CONTACT PERSON:
Er Ralston – Race Director
(336) 749-7008
beattheheat@twincitytc.org

Beat the Heat Charity Partners

The Charity Partner program was created in 2016 to further support our mission to promote fitness and health, and improve the quality of life for individuals and families. A portion of the event proceeds will towards each of these non-profit charities. Also, race participants can contribute directly to the Charity Partners at the time of event registration, further increasing the charitable contributions. Beat the Heat has **contributed over \$49,000 to Charity Partners** since 2016.

2023 Charity Partners*:



[Ainsley's Angels](#) in the Triad takes people off the sidelines to over the finish line. Through endurance events and road races just like Beat the Heat, the organization promotes teamwork, fitness, and inclusion by pairing an able-bodied runner with a special needs athlete rider. When an angel runner lends their legs and is pulled by one of our angel riders in a race, they give the rider the ability to participate in something previously thought impossible.



[Community Care Center for Forsyth County, Inc.](#) has a mission "to provide access to compassionate, high-quality healthcare services to the medically uninsured and underserved who reside in Forsyth, Stokes and Davie Counties and meet the financial eligibility guidelines of Community Care Center." Our guidelines allow us to serve those with household incomes at or below 200% of the Federal Poverty Level and are not covered under Medicare, Medicaid, employer-based insurance, or private health insurance. In addition to primary health care, we provide behavioral health, dental health, medications, and selected specialty care on-site at our clinic. We have relationships which allow us to refer patients to other providers for care we do not provide. Most of our patients have one or more chronic Xdiseases. Approximately 40 percent of our patients have diabetes and 40 percent have high blood pressure.



*2024 Charity Partners will be selected in January 2024.



BENEFITS OF SPONSORSHIP

- ❖ Increased Sales
- ❖ Product Sampling
- ❖ Heightened visibility through promotional brochures distributed by direct mail and at local athletic store displays
- ❖ Association of your business or product with a positive, health related community event
- ❖ Corporate teams to promote employee health and fitness
- ❖ Participation in one of the most popular races in North Carolina

LEVELS OF SPONSORSHIP

- ❖ Beat the Heat Platinum Sponsorship
- ❖ Beat the Heat Gold Sponsorship
- ❖ Beat the Heat Silver Sponsorship
- ❖ Beat the Heat Bronze Sponsorship





Beat the Heat Platinum Sponsorship

- ❖ Company Logo printed on the back of official T-shirt (up to 12 sq. inches of print space; due by 5/15/2024)
- ❖ Company name/logo displayed on event sponsor signage.
- ❖ Company logo on the Beat the Heat race website.
- ❖ Social media recognition and mentions
- ❖ Complimentary tent at the Finish Line area.
- ❖ Up to 10 complimentary race registrations.

This sponsorship can be created through a combination of monetary or product* of \$3,000.00.

* Product donations must be approved by the event director. In general, we will accept product donations that provide value to all participants and/or help to hold down the net costs of managing the race. Examples of value adding products include race supplies and equipment, printing services, participant favors, food, drink, etc. Gift certificates are not accepted for sponsorships.



Beat the Heat Gold Sponsorship

- ❖ Company Logo printed on the back of official T-shirt (up to 7.5 sq. inches of print space; due by 5/15/2024)
- ❖ Company name/logo displayed on sponsor banner.
- ❖ Company logo on the Beat the Heat race website.
- ❖ Social media recognition and mentions
- ❖ Complimentary tent at the Finish Line area.
- ❖ Up to 5 complimentary race registrations.

This sponsorship can be created through a combination of monetary or product* of \$1,200.00.

* Product donations must be approved by the event director. In general, we will accept product donations that provide value to all participants and/or help to hold down the net costs of managing the race. Examples of value adding products include race supplies and equipment, printing services, participant favors, food, drink, etc. Gift certificates are not accepted for sponsorships.



Beat the Heat Silver Sponsorship

- ❖ Company Logo printed on the back of official T-shirt (up to 5 sq. inches of print space; due by 5/15/2024)
- ❖ Company name/logo displayed on sponsor banner
- ❖ Company logo on the Beat the Heat race website.
- ❖ Complimentary tent at the Finish Line area.
- ❖ Two complimentary race registrations.

This sponsorship can be created through a combination of monetary or product* of \$600.00.

* Product donations must be approved by the event director. In general, we will accept product donations that provide value to all participants and/or help to hold down the net costs of managing the race. Examples of value adding products include race supplies and equipment, printing services, participant favors, food, drink, etc. Gift certificates are not accepted for sponsorships.



Beat the Heat Bronze Sponsorship

- ❖ Company name printed on the back of official T-shirt (up to 2.5 sq. inches of print space; due by 5/15/2024)
- ❖ Company name on the Beat the Heat race website.
- ❖ Space for display the Finish Line area (provide your own table and/or tent)
- ❖ One complimentary race registration.

This sponsorship can be created through a combination of monetary or product* of \$300.00.

* Product donations must be approved by the event director. In general, we will accept product donations that provide value to all participants and/or help to hold down the net costs of managing the race. Examples of value adding products include race supplies and equipment, printing services, participant favors, food, drink, etc. Gift certificates are not accepted for sponsorships.



SPONSORSHIP AGREEMENT

2024 BEAT THE HEAT 5K

Thank you for sponsoring the 2024 Cook Medical Beat the Heat 5K and Family Fun Run, scheduled for July 20, 2024. This agreement is made by and between the Twin City Track Club, Inc. a North Carolina not-for-profit corporation (hereinafter "TCTC") and the Sponsor listed below.

Sponsor Name	
Contact Person	
Mailing Address	
Phone Number	
Email Address	

TCTC agrees to provide the services and privileges to the Sponsor as outlined in the sponsorship prospectus:

- ☐ Beat the Heat Platinum Sponsorship (\$3,000 donation)
- ☐ Beat the Heat Gold Sponsorship (\$1,200 donation)
- ☐ Beat the Heat Silver Sponsorship (\$600 donation)
- ☐ Beat the Heat Bronze Sponsorship (\$300 donation)

(check one of the above)

Other terms mutually agreed upon: (if none, so state):

Note: Multi-year agreements available upon request. Contact the race director for more info.

Payment in full required with the return of this agreement. Please make check payable to Twin City Track Club.

If Sponsor is donating product, the delivery date will be _____.

Twin City Track Club, Inc. is a 501(c)(3) organization; EIN 56-1292364

Signature

Date

Return to:
Er Ralston, BTH Race Director
Twin City Track Club, Inc.
2637 Arbor Place Court
Winston-Salem, NC 27104

2023 SPONSORS AND PARTNERS

Presenting Sponsor

Cook Medical

Platinum Level

Atrium Health Wake Forest Baptist Orthopaedics & Sports Medicine
Hanesbrands

Gold Level

Crazy Running
Daggett Shuler & SSP
Fleet Feet Sports Winston-Salem
Flow Honda
USATF NC

Silver Level

Athletic Brewing Co.
BreakThrough Physical Therapy
Dominos
Garner Foods (Texas Pete)
Mast General Store
Sills and Associates
Sunshine Beverages
Truist

Bronze Level

Diamond Back Grill
Holiday Ice
Jeff Norris, Realtor
Lowe's Foods - Robinhood Road
O'Brien's Deli
Oppenheimer
R. H. Barringer Distributing Company (Michelob Ultra)
Ralston Excellence
Running Shorts
Whole Foods Market WS

Event Partners

Ainsley's Angels
Black Girls Run
Community Care Center of Forsyth County
Crazy Running
Lead Girls of NC
Safe Sober Prom Night
Saved By The Brew (collaboration of Fiddlin' Fish, Foothills, Wise Man, Radar)
We Run Winston