



## Presenting Sponsor - \$10,000 (\$18,000 if sponsoring both races)

The Presenting Sponsor is a hallmark opportunity to present your company and brand at one or both of our 5k events to participants both live and virtual. There is only one available per race.

### Virtual race benefits include:

- Listed as the Presenting Sponsor of the Teal Diva 5k Virtual and/or Live event(s).
- Company/logo placement at top of collector's edition event t-shirt for registered participants
- Prominent logo/brand recognition on:
  - 2020 Race video ad that will circulate on Social Media outlets
    - Our Reach:
      - Facebook: 10,000+
      - Twitter: 2,250+
      - Instagram: 2,100+
  - Media Announcements, Race Posters and Handouts
  - Email and Social Media Blasts
  - Race Bibs
  - Finisher Medal Ribbon (logo will be placed in one location)

### Live race benefits include:

- All Virtual Event Presenting Sponsor opportunities mentioned above plus:
  - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
  - Opportunity to set up 10x10 tent in Team *teal*-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)
  - Speaking opportunity during Welcome and Closing remarks
  - Additional Live Event Logo Recognition:
    - Prominent location on Event Banner
    - Prominent location on Course Signage

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

[www.tealdiva.org](http://www.tealdiva.org)





## Teal Hub Sponsor - \$5,000 (\$8,500 if sponsoring both races)

Whether at packet pickup, the vendor expo or our mailing headquarters, this sponsorship is the center of the event. You will be sponsoring our packet pick up, event expo and virtual mailings. If our event goes to a full virtual 5k, your branding will be included on individual mailings and email communications.

### Virtual race benefits include:

- One Custom branded email advertisement to all registered participants
- Logo recognition on:
  - Email/Brand messaging on virtual race communications
  - Company/logo placement on collector's edition event t-shirt for registered participants
  - Media Announcements, Race Posters and Handouts
  - Social Media Blasts

### Live race benefits include:

- All Virtual Event Teal Hub Sponsor opportunities mentioned above plus:
  - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
  - Opportunity to set up 10x10 tent in Team *teal*-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)
  - Additional Live Event Logo Recognition:
    - Event Banner
    - 3 course signs

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

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# Teal Signature Event Mask Sponsor - \$3,750

*(\$6,500 if sponsoring both races)*

Be Teal and Be Happy! Give the gift of health and extra protection in times of pandemic whether the event is live or virtual. We will add a full color imprint of your brand or message.

## *Virtual race benefits include:*

- Prominent display on signature event mask gifted to every registered participant, vendors, and spectators of the Teal Diva 5k Virtual and/or Live event
- Logo recognition on:
  - Company/logo placement on collector's edition event t-shirt for registered participants
  - Media Announcements, Race Posters and Handouts
  - Email and Social Media Blasts

## *Live race benefits include:*

- All Virtual Event Teal Signature Event Mask Sponsor opportunities mentioned above plus:
  - Opportunity to host packet pick up event
  - 10x10 tent displayed in vendor area on race day (banner/marketing merchandise provided by you)
  - Opportunity to set up 10x10 tent in Team *teal*-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)
  - Additional Live Event Logo Recognition:
    - Event Banner
    - 2 Course Signs

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

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## Teal Bling Sponsor - \$2,500 (\$4,500 if sponsoring both races)

We Divas love our Bling and we are not the only ones! This sponsorship will cover the cost of our coveted collector's edition finisher medals. Medals are custom designed for each race. The medals will resemble the logos at the bottom right of this page.

### Virtual race benefits include:

- Prominent display on Finisher Medal Ribbon (logo will be placed in two locations)
- Logo recognition on:
  - Company/logo placement on collector's edition event t-shirt for registered participants
  - Media Announcements, Race Posters and Handouts
  - Email and Social Media Blasts

### Live race benefits include:

- All Virtual Event Bling Sponsor opportunities mentioned above plus:
  - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
  - Opportunity to set up 10x10 tent in Team *teal*-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)
  - Additional Live Event Logo Recognition:
    - Event Banner
    - 1 course sign

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

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## Race Bib Sponsor - \$1,000 (\$1,500 if sponsoring both races)

Every participant will receive a race bib. This is a premium opportunity to display your logo and/or offer a discount/coupon to drive sales after the event.

### Virtual race benefits include:

- Opportunity to promote business on race bibs
- Logo recognition on:
  - Race Bibs
  - Company/logo placement on collector's edition event t-shirt for registered participants
  - Media Announcements, Race Posters and Handouts
  - Email and Social Media Blasts

### Live race benefits include:

- Virtual Event Race Bib Sponsor opportunities mentioned above plus:
  - Table placement in vendor area with marketing materials (provided by your company)
  - Recognition in stage announcements as an Official Race Bib Sponsor
  - Logo displayed on Event Banner

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

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## Pre/Post Race Video – Sold Out

NEW Opportunity! This opportunity is great for allowing our social media followers, race participants and their followers to see your logo/brand messaging.

*benefits include:*

- Prominent logo/brand recognition on:
  - 2020 Race video ad that will circulate on Social Media outlets
    - Our Reach:
      - Facebook: 10,000+
      - Twitter: 2,250+
      - Instagram: 2,100+
  - Additional logo recognition on:
    - Company/logo placement on the collector's edition event t-shirt for registered participants
    - For Live Events: Table placement in vendor area with marketing materials (provided by your company)
    - Media Announcements, Race Posters and Handouts
    - Email and Social Media Blasts

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

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## Cancer Advocate Sponsor - \$500 (\$1,000 if sponsoring both races)

Perfect for a small business wanting to get in front of a lot of people.

### benefits include:

- Company/logo placement on the collector's edition event t-shirt for registered participants
- For Live Events: Table placement in vendor area with marketing materials (provided by your company)
- Additional Logo recognition on:
  - Media Announcements, Race Posters and Handouts
  - Email and Social Media Blasts

**NEED FROM YOU:** Official high-resolution logo, volunteer commitment to Teal Diva 5k event for your marketing table (if event is Live), commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event, promotion of Teal Diva 5k event to friends, co-workers, and other businesses. **\*\*To receive the most from your sponsorship commitment, payment and logo must be received no later than 60 days prior to the event date.**

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## Team Building and Fundraising Incentives

Virtual and Live events are only as fun as you make them. And our participants make everything more fun. From creative team names, to number of participants on each team to additional monies raised through team fundraising, these folks get competitive. Because the messaging of our event is so important, we want to encourage more fundraising and bigger teams. We want you to share your story within your community. So, we are offering a little extra incentive for teams this year.

### Team Building:

- Award for Most Creative Team Name
  - Must have at least 10 registered participants on your team to be eligible.
- Individual team awards for Top 5 Largest Teams (one award per team)

### Fundraising Incentives:

- Fundraise \$250
  - Registration refunded.
- Fundraise \$500
  - Custom Teal Ribbon Bundle including an upgraded event dry wicking event tee or teal ribbon embroidered polo shirt; and a teal ribbon hat.
- Fundraise \$1,000
  - Team name listed on event t-shirts (must have fundraised \$1,000 before April 2, 2021 for Charlotte and by Sept 2, 2021 for Charleston) – we cannot transfer from race to race.
- Fundraise \$2,500
  - Custom Team logo created, priority listing for team on back of 2021 collector's edition race t-shirt (must have fundraised \$2,500 before April 2, 2021 for Charlotte and by Sept 2, 2021 for Charleston) – we cannot transfer from race to race
- Fundraise \$5,000
  - Custom Team Logo and free team tees with one color imprint for a minimum of 12 and up to 50 registered on team, priority listing for team on back of official 2021 collector's edition race t-shirt (must have fundraised \$5,000 before April 2, 2021 for Charlotte and by Sept 2, 2021 for Charleston) – we cannot transfer from race to race.



## Sponsor Commitment Form

### BUSINESS PARTICIPANT INFORMATION

Business Name:

Contact:

Phone:

Email:

Mailing address:

City:

State:

Zip Code:

Would you like to be a Sponsor?

☐ YES | ☐ NO

(if yes, please indicate sponsor level and which race event)

Is this an In-Kind Donation:

☐ YES | ☐ NO

If yes, list item(s) you are donating and monetary value:

How would you like to pay for your sponsorship: ☐ ONLINE | ☐ CHECK BY MAIL

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