

SPONSORSHIP OPPORTUNITIES



OCTOBER 24, 2021

@ *Hamlin*

WHY BE A SPONSOR?



ABOUT THE EVENT

The 4th annual OktoBEARfest 5K Fun Run is a healthy, family-friendly event for every age that will help connect people throughout the Horizon West community. Some planned event elements include a 1K run (for kids), live entertainment, games vendor booths, Scholastic book sale and raffles.

ABOUT THE CHARITY

Bears Who Care is a local 501(c)(3) charity, founded in 2008. We impact the lives of local children in need by providing comfort and promoting literacy through the donation of new teddy bears and books. Our mission is to engage imaginations through reading, temporarily relieve pain and create happy memories.

ABOUT THE LOCATION

Hamlin is a destination located in the center of Horizon West, the third fastest-growing master-planned community in the nation. It is a thoughtfully designed Southwest Orlando lakeside village for those who want to live well, dine, shop, play and enjoy the experiences they crave.

2020 EVENT HIGHLIGHTS



OktoBEARfest 5K Fun Run & Festival at Hamlin

BY THE NUMBERS | EVENT DATE: OCTOBER 2020



365

PARTICIPANTS
335 Adults | 30 Youth

15



SPONSORS



20,000

**SOCIAL
MEDIA VIEWS**

of Eric Martsolf
(celebrity)
private zoom giveaway



**MARKETING & EVENT
SUPPORT**



31,000
emails sent



5,000
WEBSITE
VISITS



\$22,382

**RAISED FOR
BEARS WHO CARE**



5,000

**TEDDY BEARS & BOOKS
FOR LOCAL KIDS IN NEED**



96%

**Participant
Intent to Return***

A 100% Volunteer, 501(c)(3) Charitable Organization

© 2021 Bears Who Care

*2020 OktoBEARfest 5K Post Event Participant surveys

2021 EVENT DETAILS

REGISTRATION

\$35 Adult 5K*

\$20 Child 1K

* Includes t-shirt and finisher medal



**Sunday
October 24, 2021**



7:30 am – 10:00 am



**Cinopolis Hamlin
Hamlin Town Center
Winter Garden, FL**

2021 KEY EVENT ELEMENTS*

1



OktoBEARfest
Passport
(scavenger
hunt at sponsor
booths)

2



1K Kid's Race
with official
medals

3



Cool Off Zone
post-race

4



Major prize
giveaways (via
OktoBEARfest
Passport)

5



Live
Entertainment

*Event elements subject to change; special guest appearance and paid entertainment are privately funded/sponsored

SPONSORSHIP OPTIONS

Sponsorship Benefits	Papa Bear I \$5,000*	Papa Bear II \$5000*	Mama Bear \$2,500	Junior Bear \$1,000	Baby Bear \$500
Complimentary Race Entries (\$35 each)	26	26	12	5	2
Booth at Festival Pre- and Post-Race	●	●	●	●	●
Event Website + Social Media Posts	●	●	●	●	●
Goody Bag Item Inclusion	●	●	●	●	●
Logo Placement on T-Shirt Back			●	●	●
Start/Finish Line Logo Placement		●			
Announcement at Race; Packet Pick Up	●	●			
Logo Placement on T-shirt (sleeve)	●				
Logo Placement on T-shirt (front)		●			
Step and Repeat Banner for Event Photos	●	●	●		
Dedicated Mile Marker	●	●	●		
Event Emails to Registrants	●	●	●	●	●
Logo on Goody Bag	●				

*Can be combined for \$10K "Grand Papa Bear" sponsorship

SPONSORSHIP OPTIONS



BEARS WHO CARE 5K FUN RUN

PAPA BEAR

2 Sponsorships

Goody Bags	Start and Finish Line signage
Placement on t-shirt back	Placement on t-shirt sleeve
Step & Repeat; Mile marker; Race announcement; Packet Pick Up	Email inclusion; Mile marker; Race announcement; Packet Pick Up

JUNIOR BEAR

4 Sponsorships

Water Supply – SOLD OUT
“Cool Off” (Alpine) Zone – SOLD OUT
Gummi Bear station (on course)
Pretzel station (post-run)

PAST EVENT SPONSORS

GARY LAMBERT SALON

Hamlin



COLLEGE nannies+sitters+tutors

Mix on Wheels

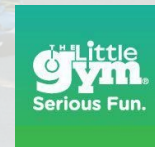


STATE FARM® INSURANCE AGENT
Bryan Fifer

ORLANDO HEALTH

cinépolis

LUXURY CINEMAS



CONTACT US



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#BearsWhoCare