



## **Race 'N' Roll 5K and 1M Fun Run Sponsorship Package**

### **Introduction**

Thank you for your consideration in sponsoring the CFMD Race 'N' Roll 5K and 1M Fun Run/Walk event on **Saturday, August 12, 2017**. Our goal is to have the expenses of our race covered by the generosity of our sponsors so that all the revenue from participants and donations go directly to our cause.

### **About CFMD**

The Colorado Fund for Muscular Dystrophy (CFMD) was created in honor of Aileen Colorado of Richmond, Virginia, who died at the age of 36 from complications of muscular dystrophy. CFMD actively raises funds to increase the quality of life for persons with Muscular Dystrophy (MD) in Virginia.

CFMD sponsors children each year to attend Muscular Dystrophy Association Summer (MDA) Camp in Wakefield, Virginia and awards at least 2 grants annually to individuals with muscular dystrophy to help pay for modifications, equipment or services. Since 2014, CFMD donated \$5,200 towards sponsoring at least one child each year to attend camp and awarded \$5,000 in grants to 5 individuals.

### **Event Information:**

The 4<sup>th</sup> annual CFMD Race 'N' Roll 5K and 1M Fun Run/Walk event is held the morning of the Filipino Festival, August 12, 2017 in Henrico County. Celebrating its 12<sup>th</sup> year, the Filipino Festival is a community event showcasing the Filipino culture that promotes respect and appreciation of the Filipino heritage. Growing over the years, this 2-day event attracts several thousands of local Richmonders and out-of-town visitors!

All race participants will receive a complementary race t-shirt, a race swag bag filled with product donations from our sponsors, and post race recovery food. Prizes will be awarded to top race finishers and raffled off to all race participants.

### **Benefits in sponsoring the Race 'N' Roll 5K:**

- Be a part of improving the lives of those living with muscular dystrophy
- Position your organization with the race community in Richmond, Virginia
- Gain public exposure at the annual Filipino Festival

# Race 'N' Roll 5K and 1M Fun Run Sponsorship Opportunities

## **5K Title Sponsor (\$1,500) - Limit 1**

- Exclusive placement of logo with 5K title on event race shirts, website and publicity flyers
- Link to your corporate home page on race website
- 3 free race entries
- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Complimentary booth space for the race and Filipino Festival following the event
- Acknowledgement of donation in CFMD's Annual Newsletter

## **1M Fun Run Title Sponsor (\$1,000)- Limit 1**

- Exclusive placement of logo with 1M title on event race shirts, website and publicity flyers
- Link to your corporate home page on race website
- 3 free race entries
- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Complimentary booth space for the race and Filipino Festival following the event
- Acknowledgement of donation on CFMD's Annual Newsletter

## **Water Station Sponsor (\$700)- Limit 1**

- Large Logo on the back of race shirts
- Link to your corporate home page on race website
- Inclusion in publicity flyers (size: Large)
- 1 free race entry
- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Complimentary booth space for the race and Filipino Festival following the event
- Water station table to place your business banner
- Optional: Your staff members (4) may wear your company shirt and hand out cups of water to race participants
- Acknowledgement of donation in CFMD's Annual Newsletter

### **Platinum Sponsor (\$500)**

- Medium Logo on the back of race shirts
- Link to your corporate home page on website
- Inclusion in publicity flyers (size: Medium)
- 1 free race entry
- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Complimentary booth space for the race and Filipino Festival following the event
- Acknowledgement of donation in CFMD's Annual Newsletter

### **Gold Sponsor (\$300 or free advertisement on media sources)**

- Medium logo on the back of race shirts
- Link to your corporate home page on website
- Inclusion in publicity flyers (size: Medium)
- 1 free race entry
- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Complimentary booth space for the race and Filipino Festival following the event (with cash donation)
- Acknowledgement of donation in CFMD's Annual Newsletter

### **Silver Sponsor (\$200 or business swag products for all race bags)**

- Small logo on back of race shirts
- Link to your corporate home page on website
- Inclusion in publicity flyers (size: Small)
- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Acknowledgement of donation in CFMD's Annual Newsletter

### **Bronze Sponsor (less than \$200 or prize donation)**

- DJ Announcements acknowledging sponsorship throughout the event
- Thank you on the CFMD Facebook page and race FB page before and after the event.
- Acknowledgement of donation in CFMD's Annual Newsletter

# Race 'N' Roll 5K and 1M Fun Run

Saturday, August 12, 2017

## Sponsorship Form

___ 5K Title Sponsor	Limit 1	\$1,500.00
___ Fun Run Title Sponsor	Limit 1	\$1,000.00
___ Water Station Sponsor	Limit 1	\$700.00
___ Platinum Sponsor		\$500.00
___ Gold Sponsor		\$300.00 or free ad
___ Silver Sponsor		\$200.00 or swag
___ Bronze Sponsor		< \$200.00 or prize

Business Name: \_\_\_\_\_

Signature of authorized representative: \_\_\_\_\_

Please fill out this form and mail a check made payable to:  
**Colorado Fund for Muscular Dystrophy**

To be included on publicity flyers (if applicable) please  
send your logo to the contact listed below by July 1, 2017

Contact: Stephanie Colorado (804-426-6522)

[info.cfmd5k@gmail.com](mailto:info.cfmd5k@gmail.com)

13411 Twin Team Lane, Midlothian VA 23113