



CFMD Race 'N' Roll 5K

Sponsorship Package

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Introduction

Thank you for your consideration in sponsoring the CFMD Race 'N' Roll 5K Run/Walk event on Saturday, August 13, 2016. 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.

There are several benefits in sponsoring the Race 'N' Roll 5K:

Be a part of improving the lives of those with muscular dystrophy. The Colorado Fund for Muscular Dystrophy (CFMD) was created in honor of Aileen Colorado of Richmond, Virginia. The CFMD actively raises funds to increase the quality of life for persons with Muscular Dystrophy (MD). Funds go towards the increased awareness of MD by educating the global community, financial assistance furthering education of those supporting and those with MD, and assistive technology / medical equipment to support persons with MD. Below are some snapshots of what CFMD has done in the past year:

[New Year, New You Fundraising Event](#)

[MDA Summer Camp Impact](#) (one of our beneficiaries)

[Race 'N' Roll 5K Promo \(2014\)](#)

Position your organization with the race community in Richmond, Virginia. The running community in Virginia has become one of the highlight attractions of this area. Home of the Ukrop's Monument Avenue 10k presented by MARTIN'S, attracting 40,000 participants, it is evident that the running community is here to stay and growing. We expect to attract upwards of 200 participants this year.

Gain exposure at the annual Filipino Festival in Richmond, Virginia. Going on its 11th 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!

There are several ways to support the CFMD Race 'N' Roll 5K:

- Donate money to become an official race sponsor
- Offer race participants a discount on merchandise or services
- Donate products / services to the race participants to be awarded and raffled during our Rewards & Recognition Ceremony

Other ways?

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you have.

Please take a few minutes and review the material contained in this sponsorship package.

Sponsorship Opportunities

Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

Package Level >>	Premier	Diamond	Gold	Silver	Bronze
	\$2,500	\$1,500	\$500	\$300	\$100
Title Sponsorship – Mention of company in title of race in all publications (i.e. [Your Company] Race ‘N’ Roll 5K)	★				
Honorable mention and feature on CFMD 5K website	★	★			
Product sampling or promotional booth during Filipino Festival	★	★	★		
Logo on race t-shirt	Featured	Large	Large	Medium	
Logo and link on website	Featured	Large	Large	Medium	★
Shout out on race day	★	★	★	★	★
Complimentary Race Registrations	★	★	★	★	★

Merchandise

We also accept product donations. Each of our race participants will receive a race packet which will include their race bib and any sponsor sample products, discounts, and marketing materials. We can also set up product booths during the Filipino Festival (guidelines and restrictions owned by the Filipino Festival). This provides a win-win arrangement: the CFMD Race ‘N’ Roll 5K receives funds, and your product / services receive exposure from roughly one hundred race participants to thousands of attendees at the Filipino Festival in Richmond, Virginia.

Discounts

If your organization cannot provide a monetary or product donation, we also are interested in race participant discounts or gift certificates. We encourage our race participants, volunteers, and friends to support our sponsors!

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for our race, please contact us.

Sponsor Program Agreement

When we have come to a mutual agreement of the level of sponsorship, we will draft a Sponsor Program Agreement in detail for both parties to sign.

Contact Information

Please feel free to reach out to me directly. We would greatly appreciate the opportunity in collaborating with you in our cause to support those with muscular dystrophy.

Steven Casupanan

Race Director

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