



**be the change ;**

## **Sponsorship Agreement**

**Tman 5K** run and health walk will be hosted at Mooresville High School Football Stadium in Mooresville, North Carolina on September 16, at 2 p.m. Sunday afternoon. This is our 1<sup>st</sup> Annual Charity 5K Walk/Run which we hope will draw more than 500 participants and spectators. It is designed to appeal to walkers, joggers, casual runners, competitive runners and elite runners. Appealing to each level of fitness is a great representation of the sport.

We are delighted to be partnering with The Jeff Yalden Foundation for our 1<sup>st</sup> event. The Jeff Yalden Foundation is a nonprofit foundation whose mission is to advocate for mental health awareness and teach suicide prevention, reaching out to those who are struggling. Their vision is to be the go-to resource for school communities, teaching them long-lasting prevention strategies to help those in need. The Tman 5K is an event that we hope can help heal our community by uniting for a day of fitness and fun to celebrate life and one another. Sponsors of the race will receive recognition through advertisement and promotion of the race. There are several levels in which you may participate and have an impact on this event:

**\_\_\_ TITLE SPONSOR -- \$2500 OR MORE** – The race will bear the name of the Title Sponsor and will be included in all race promotions. As Title Sponsor, your name will be engraved on all awards. Included also will be your name and logo on all advertisement-entry forms. Distribution is expected to be at approximately 500. In addition, the application-entry form will be published in *The Running Journal* (a multiple state publication), Tman 5K website, Jeff Yalden Foundation website, Salisbury Rowan Runners, Sportoften and numerous other websites. You will also receive recognition as the major/title sponsor in any local television, radio and newspaper coverage promoting the race, as well as on the commemorative t-shirts that go to each participant. We welcome your banner and/or booth presentation with representatives on site to promote your company or product. We also invite the Title Sponsor to make the presentation of the race awards following the race if you choose to do so. Your company or individual name will be listed on the Tman 5K website as a community sponsor through the end of 2019.

**\_\_\_ GOLD SPONSOR -- \$1000 OR MORE** – Included will be your logo on all application/entry forms and information in the race packet that every participant receives. Your logo will also be included on the race shirts, the Tman 5K website, Jeff Yalden Foundation website, and SSR website. You will also receive recognition as a Gold Sponsor in any local television, radio and newspaper coverage promoting the event, as well as at the awards ceremony following the race. We also welcome your banner and/or booth presentation at the race. Your company or individual name will be listed on the Tman 5K website as a community sponsor through the end of 2019.

\_\_\_\_\_ **SILVER SPONSOR -- \$500 OR MORE** – Included will be your name and/or logo on all application/entry forms and information in the race packet that every participant receives. Your name and/or logo will also be included on the race shirts, the Tman 5K website, Jeff Yalden Foundation website, and on the SRR website. You will also receive recognition as a Silver Sponsor in any local television, radio and newspaper coverage promoting the event, as well as at the awards ceremony following the race. We also welcome your banner and/or booth presentation at the race. Your company or individual name will be listed on the SRR website as a community sponsor through the end of 2019.

\_\_\_\_\_ **BRONZE SPONSOR -- \$250 OR MORE** – Included will be your name on all entry forms and information in the race packet that every participant receives. Your name will also be included on the race shirts and on the Tman 5K website, the Jeff Yalden Foundation website, and the SSR website. You will also receive recognition at the awards ceremony as a Bronze Sponsor. We will also be happy to display your banner at the race. Your company or individual name will be listed on the Tman5K website as a community sponsor through the end of 2019.

\_\_\_\_\_ **PATRON SPONSOR -- Up to \$249** - Included will be your name and any kind of advertisement you choose to go in the race packet that every participant receives. Your name will also be included on the Tman 5K website, the Jeff Yalden Foundation website, and the SRR web site, and you will receive recognition at the awards ceremony as a Patron Sponsor.

Your signed agreement and payment are required by **July 31st, 2018** in order to get your logo and/or name on the advertisement-entry forms and in the necessary pre-race publications. The earlier that you send in the signed agreement will allow more chances for publicity, as this race will be marketed at every opportunity. We appreciate your consideration and look forward to working with you during this event.

Sincerely,

Crystal Hobbs  
Event Organizer  
(704) 881-2084  
chobbs@tman5k.com

Signature of Sponsor \_\_\_\_\_

Company \_\_\_\_\_ Date \_\_\_\_\_

Amount \_\_\_\_\_ *(If you donate a product, please list the cash value.)*

***Please make your check payable to Jeff Yalden Foundation and return  
with signed sponsorship agreement (by July 31st) to:***

***Jeff Yalden Foundation  
PO Box 4571  
 Mooresville, NC 28117***