

4th Annual
Early Bird Bustle
5K and Family Fall Festival



2017 Sponsorship Packet

Sunday, October 29, 2017

5K Start- 9:00 A.M.

St. Vincent- St. Mary High School

15 N. Maple Street

Akron, Ohio 44303

Sponsorship Objective

The 4th Annual Early Bird Bustle 5K & Fall Festival will be held on Sunday, October 29, 2017 starting at St. Vincent – St. Mary High School in Akron, OH continuing on a scenic route of the valley park system and industrial Akron. Last year's Early Bird Bustle attracted close to 200 participants. We expect even more participants will turn out this year to support this uplifting community event, which will enable the Junior League of Akron to make a positive impact in our community through outreach efforts such as Kids in the Kitchen, Blessings in a Backpack, and a host of additional community events. The Junior League of Akron is a non – profit (501) (c) (3) community – based organization. We are committed to being a catalyst for change and meeting unmet needs in the community.

Thanks to our volunteers, participants, and sponsors last year's event was a success. The Junior League of Akron would be thrilled to partner with your organization in order to bring this event to our community once again. We also welcome new businesses and organizations who would like to collaborate with us to make this event a success. Various sponsorships and advertising opportunities are available as set forth in the attached sponsorship packages. All sponsorships must be received by **Friday, September 29, 2017** to guarantee your name and company logo in our race materials.

Your involvement in the 4th Annual Early Bird Bustle 5k & Community Fair promises to have an everlasting impact for both the Junior League of Akron, as well as your organization long after the last runner crosses the finish line! If you are interested in becoming a sponsor, please contact **Susan at (330) 836 – 4905** or info@juniorleagueakron.org

Early Bird Bustle Fact Sheet

Events:

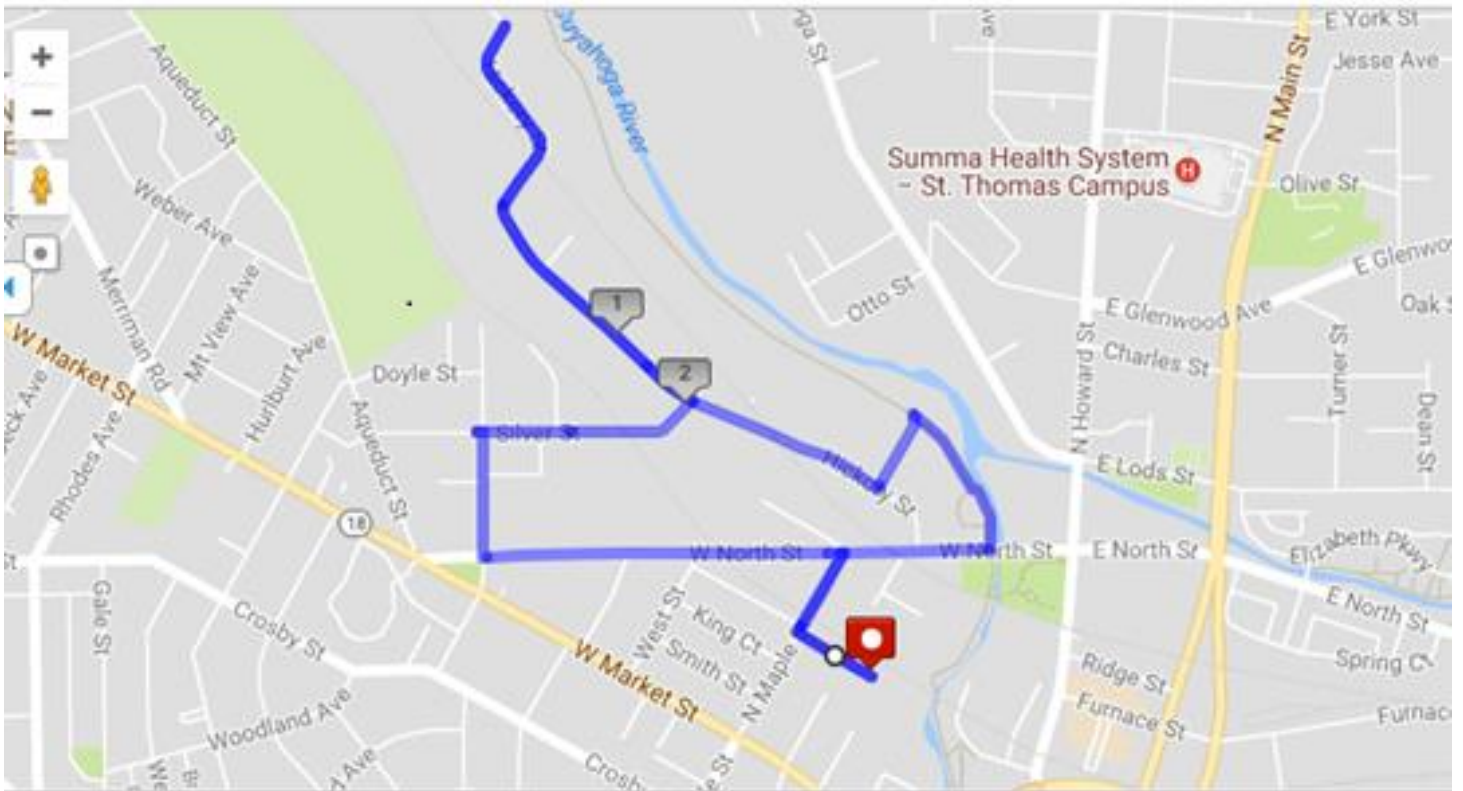
Race Registration – 7:30a
5k – 9:00a
Kids Fun Run – 10:00a
Fall Festival– 9:00a – 12:00p

Event Pricing:

5K Early registration - \$30
5K day of - \$40
Team of 4- \$100
Youth Discount (18 and under) - \$20
Kidz Fun Run (ages 12 and under) - \$12
Fall Festival- \$5

Course Route & Participant Experience:

The Race course will begin at the St. Vincent- St. Mary High School. Participants will run 3.1 miles on the toptpath navigating through the Akron Valley, back uphill through the surrounding industrial neighborhoods. The hilly course will be both scenic and fairly challenging for all 5K lovers!



2017 Sponsorship Agreement

This agreement is made by and between the Junior League of Akron, a (501 (C)(3)) and the below business (hereinafter referred to as "Sponsor".) Please complete this agreement in full.

Name of Sponsor/ Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____ Website: _____

Sponsorship Levels (*Please check only one):

Race Sponsor (\$3000 - \$5000)

- Title sponsor for entire 5K event, alongside the Junior League of Akron.
- Logo on sponsor and schedule board at Vendor & Fitness Expo and Finish Line/Post-Race Festival area
- Honorarium at post-race Reception and Ceremony
- Logo inclusion on all distributed printed materials
- Logo showcased on all mile marker signs for all races
- Company logo on all event shirts in primary position along with the Junior League of Akron
- Name and Logo inclusion in all radio and television advertising
- Company name included on press releases and PSA's
- Company Logo on start and finish banners
- Banner ad on www.JuniorLeagueofAkron.org on website front page as Title Sponsor with link to company website
- Announcement of Company Title sponsorship on Junior League of Akron Facebook, Twitter, and Instagram accounts, and repeat and continual posts leading up to the event date
- Invitation to include promotional items in registration bags (items to be supplied by sponsor)
- Company banner at premium location near finish line (to be supplied by sponsor) and the opportunity to display up to four additional banners (to be supplied by sponsor) displayed at locations throughout the event
- Invitation to set up a booth at Fall Festival
- Additional employee entries at 20% discount (up to 5 people)

Race Medal Sponsor (\$1500 - 3000)

- Every runner entered will receive a medal!!!
- The Medal Sponsor will have their logo prominently featured on all race medals. In addition to this highly visible brand awareness, the Medal Sponsor will receive the benefits as described below:
- Single Exhibitor Table at Fall Festival
- Inclusion in Pre- and Post-Event Media Releases
- Prominent logo inclusion on the www.JuniorLeagueofAkron.org website with link to company website
- Additional employee entries at 20% discount (up to 4 people)

- Race Bag Sponsor**
 - Every Runner will receive a swag bag!!!
 - Race Bag sponsor to donate bags that will be given to each entered runner.
 - Company Name and or Logo on www.JuniorLeagueofAkron.org with link to your website
 - Single exhibitor table at the Fall Festival
 - Inclusion in Pre and Post Event Media Releases
 - Additional employee entries at 20% discount (up to 3 people)

- Mile Marker Sponsor (\$500 - \$1000)**
 - Your Company logo on Mile Marker 1, 2, or 3
 - Company Name and or Logo on www.JuniorLeagueofAkron.org with link to your website
 - Company Name and or Logo on 5K t- shirts
 - Invitation to set up a booth at Community Fair
 - Additional employee entries at 20% discount (up to 2 people)

- Start/Finish Line Sponsor (\$500 - \$800)**
 - Your Company logo on Start Line Banner/ Finish Line Banner (*Please indicate your preference)
 - Company Name and or Logo on www.JuniorLeagueofAkron.org with link to your website
 - Company Name and or Logo on 5K t- shirts
 - Invitation to set up a booth at Community Fair
 - Additional employee entries at 20% discount (up to 2 people)

- Water Station Sponsor (\$300 - \$500)**
 - Sponsorship of the water station at the half way point of the 5K.
 - Opportunity to staff the water stop with your employees/ volunteers wearing your brand
 - Company Name and or Logo on www.JuniorLeagueofAkron.org with link to your website
 - Invitation to include promotional items in registration bags (items supplied by sponsor)
 - Company banner or signage at water stop

- Event Entertainment Sponsor (\$300 - \$500)**
 - Do you have a really cool entertainment idea for the race course? Would you like to perform at the Family Fall Festival immediately following the 5K. Let us know your idea, we'd love to have you!
 - Company Name and or Logo on www.JuniorLeagueofAkron.org with link to your website
 - Invitation to include promotional items in registration bags (items supplied by sponsor)

- Community Sponsor (\$100 - \$300)**
 - If you are a supporter of the Junior League of Akron, or are interested in partnering with us in the future, we'd love for you to help make our event special for our community!
 - Company Name and or Logo on www.JuniorLeagueofAkron.org with link to your website
 - Invitation to include promotional items in registration bags (items supplied by sponsor)

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In Kind Sponsor

- We are accepting the following items: bottled water, small pumpkins, apples, paint supplies & decorations, and baked goods.
 - Please indicate what you'd like to donate
-

Authorized Signature _____

Date / /

Cash Check Other (please specify) _____

SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNING CONTRACT

Please complete contract and e-mail to info@juniorleagueakron.org

Please make checks payable and mail to:

Junior League of Akron 929 W. Market Street Akron, OH 44313

For more information, contact Susan at (330) 836 - 4905

It is the sponsor's responsibility to provide a "vector line art" pdf file of their logo in order to include it on marketing materials. Please send to: info@juniorleagueakron.org

In order to have you logo as a live link on our website, please supply us with your URL:

2017 Early Bird Bustle Registration Form

Event Tickets:

Early Registration- \$30
Group Registration- \$100
Youth Discount (18 and under) - \$20
Kidz Fun Run - \$12

Race Participants

1. Company/ Individual Name _____
Address _____
City _____ State _____ Zip _____ Phone _____
E-mail _____
Male _____ Female _____ Age _____ T- Shirt Size _____

2. Company/ Individual Name _____
Address _____
City _____ State _____ Zip _____ Phone _____
E-mail _____
Male _____ Female _____ Age _____ T- Shirt Size _____

3. Company/ Individual Name _____
Address _____
City _____ State _____ Zip _____ Phone _____
E-mail _____
Male _____ Female _____ Age _____ T- Shirt Size _____

4. Company/ Individual Name _____
Address _____
City _____ State _____ Zip _____ Phone _____
E-mail _____
Male _____ Female _____ Age _____ T- Shirt Size _____

5. Company/ Individual Name _____
Address _____
City _____ State _____ Zip _____ Phone _____
E-mail _____
Male _____ Female _____ Age _____ T- Shirt Size _____

6. Company/ Individual Name _____
 Address _____
 City _____ State _____ Zip _____ Phone _____
 E-mail _____
 Male _____ Female _____ Age _____ T- Shirt Size _____
7. Company/ Individual Name _____
 Address _____
 City _____ State _____ Zip _____ Phone _____
 E-mail _____
 Male _____ Female _____ Age _____ T- Shirt Size _____
8. Company/ Individual Name _____
 Address _____
 City _____ State _____ Zip _____ Phone _____
 _____ E-mail _____

 Male _____ Female _____ Age _____ T- Shirt Size _____
9. Company/ Individual Name _____
 Address _____
 City _____ State _____ Zip _____ Phone _____
 E-mail _____
 Male _____ Female _____ Age _____ T- Shirt Size _____
10. Company/ Individual Name _____
 Address _____
 City _____ State _____ Zip _____ Phone _____
 E-mail _____
 Male _____ Female _____ Age _____ T- Shirt Size _____

PAYMENT ENCLOSED:

- Cash
- Check (*Please make checks payable to the Junior League of Akron)
- Visa/ Mastercard

Credit Card No. _____

Name as it appears on Card _____

Signature _____ Date _____



Junior League of Akron Fact Sheet

- ✓ The Junior League of Akron began in 1923 as the Junior Charity League, founded with 67 members who wanted to make a difference in the community.
- ✓ In 1926 the Junior Charity League was accepted into the **Association of Junior Leagues International, Inc.**, and became the Junior League of Akron.
- ✓ The Junior League of Akron is committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.
- ✓ Our members are business owners, career women, working mothers, stay-at-home moms, and full-time and part-time volunteers, coming from various communities in the Akron vicinity, and representing a variety of races, religions and ethnicities.
- ✓ We are proud to have members who are Guardians Ad Litem: volunteers providing every child who enters the court system as a result of allegations of abuse, neglect, or dependency with a trained community volunteer to advocate for what is in the child's best interest.
- ✓ The Junior League of Akron is currently partnering with the Boys and Girls Club of the Western Reserve to hold multiple Kids in the Kitchen events each year in order to teach children about nutrition and fitness through interactive lessons, projects, and activities.
- ✓ The Junior League of Akron is also currently partnering with Blessings in a Backpack, Akron which mobilizes communities, individuals and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry.
- ✓ Since 1978, The Junior League of Akron, Ohio's signature fundraiser has been the Designer ShowHouse. During this event, the area's foremost interior and landscape designers demonstrate their talents and unique ideas through the complete redecoration of the selected home. Designer ShowHouse provides an opportunity for the Junior League of Akron to make a twofold contribution to the community by showcasing innovative design and by raising funds to support projects that improve the lives of residents in our community.