

TO BENEFIT



PRESENTED BY



NATIONAL SPONSORS



THE SMARTER TOMORROW foundation™



Saturday, April 21, 2018
Camp North End, Charlotte

2018 Sponsorship Opportunities

▶▶ 401k Sponsor - \$15,000

- Complimentary race day entries and t-shirts for 15 participants
- Banner at race start/finish line (provided by sponsor)
- Signage / promotional information at event registration area
- Company race start recognition
- Company sponsored water station
- Table at event after party
- Opportunity to give away promotional materials
- Company logo on each mile marker
- Recognition as 401k Sponsor with Company Logo
 - On Race website/registration portal (includes hyperlink)
 - On all Race print and electronic promotional materials
 - On all race-day signage
 - On runner's bib & event t-shirt
 - In Charlotte Observer* ad
 - On Paschal Promotions Website +
 - On Run for Your Life Website ++
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

▶▶ IRA Sponsor - \$10,000

- Complimentary race day entries and t-shirts for 10 participants
- Banner at race start/finish line (provided by sponsor)
- Company Logo on each mile marker
- Table at event after party
- Opportunity to give away promotional materials
- Recognition as IRA Sponsor with Logo:
 - On Race website/registration portal (includes hyperlink)
 - On all Race print and electronic promotional materials
 - On signage at Race
 - On event t-shirt
 - In Charlotte Observer* ad
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

▶▶ Annuity Sponsor - \$5,000

- Signage at race starting line (provided by sponsor)
- Opportunity to give away promotional materials
- Recognition as Annuity Sponsor with Logo:
 - On Race website/registration portal (includes hyperlink)
 - On signage at Race
 - On event t-shirt
 - In Charlotte Observer* ad
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

▶▶ Trust Fund Sponsor - \$2,500

- Recognition as Trust Fund Sponsor with Logo and hyperlink on JA Race website
- Company Name on signage at Race
- Recognition in JA Newsletter**

Please note: Sponsor packages are open to customization.

* Charlotte Observer Sunday Circulation: 591,600+
 ** JA Newsletter Circulation, 20,000+
 + Paschal Promotions Circulation: 169,000+
 ++ Run for Your Life Circulation: 50,000+



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Junior Achievement®
of Central Carolinas

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Exclusive Sponsorship Opportunities

Only one sponsor will be accepted for each of these categories.

▶▶ Kids Fun Run Sponsor - \$5,000

- Signage at Kids Fun Run race starting line (provided by sponsor)
- Opportunity to give away promotional materials
- Recognition as Kids Fun Run Sponsor with Logo:
 - On Race website/registration portal (includes hyperlink)
 - On signage at Kids Fun Run Race
 - On kids event t-shirt
 - In Charlotte Observer* ad
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

▶▶ After-Party Sponsor - \$5,000

- Signage at after-party (provided by sponsor)
- Opportunity to give away promotional materials
- Recognition as After-Party Sponsor with Logo:
 - On Race website/registration portal (includes hyperlink)
 - On event t-shirt
 - In Charlotte Observer* ad
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

Please note: Sponsor packages are open to customization.

▶▶ Water Stop Sponsor - \$5,000

- Exclusive signage at water stop area (provided by sponsor)
- Active Social Media Campaign - Promoted on Facebook, Twitter and Instagram prior to and during the Race.
- Opportunity to provide branded cups at the Water Stop.
- Recognition as Water Stop Sponsor with Logo:
 - On Race website/registration portal (includes hyperlink)
 - On signage at Race
 - In Charlotte Observer* ad
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

▶▶ Awards Sponsor - \$5,000

- Signage at after-party (provided by sponsor)
- Opportunity to give away promotional materials
- Recognition as Awards Sponsor with Logo:
 - On Race website/registration portal (includes hyperlink)
 - On event t-shirt
 - In Charlotte Observer* ad
 - In social media promotion on JA's Facebook, Twitter and Instagram accounts and in JA Newsletter**

* Charlotte Observer Sunday Circulation: 591,600+

** JA Newsletter Circulation, 20,000+



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SPONSORSHIP RESPONSE FORM

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Opportunities:

<input type="checkbox"/> 401K Sponsor	\$15,000	<input type="checkbox"/> IRA Sponsor	\$10,000
<input type="checkbox"/> Annuity Sponsor	\$5,000	<input type="checkbox"/> Trust Fund Sponsor	\$2,500

Exclusive Sponsorship Opportunities:

SOLD Kids Fun Run Sponsor	\$5,000	SOLD After-Party Sponsor	\$5,000
<input type="checkbox"/> Water Stop Sponsor	\$5,000	<input type="checkbox"/> Awards Sponsor	\$5,000

Payment Information

Check Enclosed Please Invoice Me Paid via Credit Card*

* A credit card payment can be made on our website by visiting our [secure donation](#) page now.

Signature: _____