



FAMILY ENRICHMENT CENTER

Run/Walk for Children



**2024 SPONSORSHIP
OPPORTUNITIES**

PRESENTED BY:



German American Bank

Banking | Insurance | Investments
Member FDIC

A FAMILY & MISSION FOCUSED TRADITION

The Run & Walk for Children is FEC's longest-running (pun intended!) fundraising event celebrating 28 years in 2024. The event includes a half marathon, 5k run, 5k walk, a children's run, and a Family Wellness Expo traditionally held on the last Friday/Saturday in March. For years the Run and Walk has served as a kick-off for April Child Abuse Prevention Month and is a great way for community members and local businesses to get involved and support FEC's mission to empower families and prevent child abuse!



Proceeds from the Run & Walk for Children support our Wee Care Childcare Center that serves 40+ children and their families.



FRIDAY, MARCH 22, 2024
SATURDAY, MARCH 23, 2024



EPHRAM WHITE PARK
885 MOUNT OLIVET ROAD
BOWLING GREEN, KY 42101



HALF MARATHON: \$60
5K RUN: \$40
5K WALK: \$30
KIDS GLOW RUN: FREE!

*Pricing is based on early registration.
Fees increase on 2.14.24.*

DEMOGRAPHICS



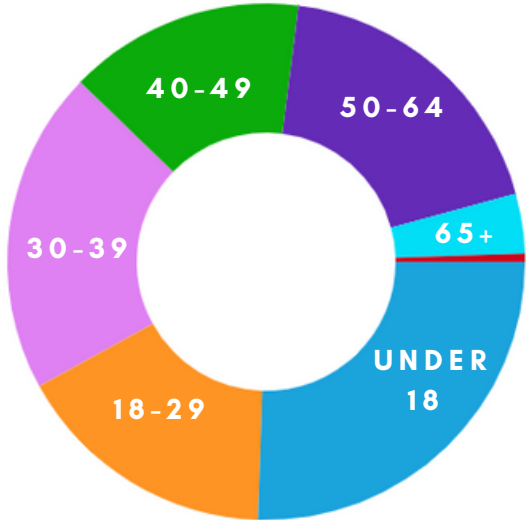
GENDER

- FEMALE: 53%
- MALE: 46%
- 185 Males
- 211 Females
- 4 Unknown

RESIDENCE

- KENTUCKY: 94%
(Warren, Simpson, Barren, Allen, Fayette, Logan, Jefferson, Pulaski, Scott, Clark, Hart, Christian, Edmonson)
- TENNESSEE: 4%
- OTHER: 2%
(Alaska, Indiana, Virginia, Mississippi, North Carolina, & Wisconsin)

AGE OF PARTICIPANTS



2023 ATTENDANCE



- 400 PARTICIPANTS
- 75 VOLUNTEERS
- 21 VENDORS
- 250 SPECTATORS/EXPO ATTENDEES



SPONSORSHIPS

KIDS RUN SPONSORSHIP: \$3,500

While the Kids GLOW RUN and mini Marathon Challenge is part of the Run & Walk for Children, it will be promoted separately through strategic partnerships with local schools, youth running clubs and more. Your sponsorship makes it possible for children to participate for FREE in this wellness, family-friendly challenge to get kids moving!

TECH SHIRT SPONSOR: \$2,500

Runners have spoken and we've listened! Shirts and medals are two key factors in what makes a race appealing and with this sponsorship you'll be providing a higher quality tech shirt for our 5K run and half marathon participants. Choose to have your name printed down the sleeve or your logo on the back as 2nd highest sponsor on race-day.



SPONSORSHIP INCLUDES:	\$5,000	\$3,500	\$2,500	\$2,000	\$1,000	\$500	\$250
RACE ENTRIES	10	8	6	4	2	0	0
EXCLUSIVITY AT SPONSOR LEVEL/AREA	✓	✓	✓	✓			
LOGO INCLUDED ON PSA	✓	✓	✓	✓			
LOGO FEATURED ON PRE-EVENT PRINT MATERIALS	POSTCARD INVITES & POSTER	ALL KIDS' RUN MATERIALS	POSTER	POSTER	POSTER		
EVENT WEBPAGE	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	
RACE SHIRTS	TOP PLACEMENT ON RACE SHIRT	ONLY SPONSOR ON KIDS' RUN SHIRTS	PROMINENTLY FEATURED ON RACE SHIRT	LOGO	LOGO	NAME LISTED	
INCLUDED ON PARTICIPANT COMMUNICATIONS	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTED	
LOGO RECOGNITION AT SPONSORED AREA ON DAY-OF	SATURDAY START/FINISH LINE AREA & SNACK TABLE	FRIDAY START/FINISH LINE AREA & CHECK-IN	HALF & 5K SHIRT PICK UP/CHECK-IN	PARTICIPANT BIBS FOR HALF AND 5K RUN	BANNER AT WATER STATION	YARD SIGN AT MILE MARKER	NAME LISTED ON YARD SIGN AT MILE MARKER
OPTION TO HAVE VENDOR BOOTH AT WELLNESS EXPO	✓	✓	✓	✓	✓	✓	✓

IMPORTANT DEADLINES:

PSA & Invite: December 1, 2023
 Poster: January 12, 2024
 Signage: March 1, 2024

COMMITMENT FORM

Business/Individual Name: _____
As you wish it to appear on print and/or media.

Address	City	State	Zip Code
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Business Website: _____

Primary Contact: _____

Email: _____ **Phone:** _____

Signature: _____

SELECT YOUR SPONSORSHIP LEVEL:

- | | |
|--|--|
| <input type="checkbox"/> \$5,000: Title Sponsor SOLD | <input type="checkbox"/> \$1,000: Water Station Sponsor |
| <input type="checkbox"/> \$3,500: Kids Glow Run & Mini Marathon Challenge Sponsor | <input type="checkbox"/> \$1,000: Awards Sponsor |
| <input type="checkbox"/> \$2,500: Tech Shirt Sponsor | <input type="checkbox"/> \$500: Mile Sponsor |
| <input type="checkbox"/> \$2,000: Family Wellness Expo Sponsor | <input type="checkbox"/> \$250: Half-Mile Sponsor |
| <input type="checkbox"/> \$2,000: Bib/Chip Timing Sponsor | |

PAYMENT OPTIONS:

By signing this agreement, the sponsor agrees to submit final payment prior to event. If payment is not collected immediately, your indicated option(s) will be invoiced to your account in and must be paid in full no later than 30 business days after the event.

Check payments are preferred. Credit card payments may be submitted online through our donor platform.

- A check made out to Family Enrichment Center is enclosed.
- Please send us an invoice to the address above.
- Please email me the online payment link. *A formal invoice will be included for your records.*



Response Forms can be returned via:



Katie@

familyenrichmentcenter.com



270.842.5831



1133 Adams Street, Bowling Green, KY 42101

THANK YOU!

Your contribution is tax deductible.

Please make checks payable to:

Family Enrichment Center
(Tax ID #610956466)

For more information call
270- 781-6714