



Cupid's Cup 5K and 1 Mile Walk

Saturday, February 14, 2015
Benefitting Carolinas HealthCare System
cardiac rehabilitation programs

Sponsorship Opportunities



Cupid's Cup 5K and 1 Mile Walk

Benefiting Carolinas HealthCare System's Cardiovascular Health and Rehabilitation Programs
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Soul Mate (Presenting) Sponsor - \$7,500

Media Value: \$15,000

Pre-event Recognition and Exposure:

- ♥ Company logo and audio mention on 50-80 promotional 15-second television PSAs aired by media sponsor WCNC-TV (local NBC affiliate)
- ♥ Company name and logo will be prominently featured in Cupid's Cup 5K and Fitness Walk brochures available online (logo must be received prior to December 1st)
- ♥ Company logo will be exclusively featured and prominently placed on the footer of all key sections of the official Cupid's Cup website- www.cupidscup5k.com
- ♥ Company logo with URL link to corporate website will be featured on event website
- ♥ Company logo will be featured in official email blasts to 1,500 participants, donors, and sponsors
- ♥ Company logo will be featured in email blast from Charlotte Running Co. to runner database (15,000 people)
- ♥ Corporate name will appear in an article promoting Cupid's Cup featured on People Connect; this page is visible to all CHS employees (approx. 20,000) prior to accessing the internet Company logo with link will be featured in a pre and post event website article on the Carolinas HealthCare Foundation website www.givecarolinas.org
- ♥ Opportunity for special event registration on-site at place of business (optional)
- ♥ Complimentary entry for up to ten runners or walkers

Day-Of Recognition and Exposure:

- ♥ Special recognition and mention at event award ceremony; company representative may participate in awards ceremony
- ♥ Company logo will be featured as Presenting Sponsor on race-day event banner
- ♥ Premiere logo placement on 1,500+ race t-shirts
- ♥ Logo will be printed on 1,500+ race bibs
- ♥ Opportunity to market special offers to race registrants and supporters at event

Post-event Recognition and Exposure:

- ♥ Featured in articles in CHS internal One Voice e-newsletter distributed to over 15,000 employees and Carolinas HealthCare Foundation's newsletter distributed to over 3,000 key friends and donors
- ♥ Recognition in a "Thank You" ad placed in The Charlotte Business Journal
- ♥ Opportunity to attend a special post-race event with the cardiac rehab "team" that raises the most money for the event; breakfast takes place about six weeks after the event

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Heart and Soul Sponsor - \$5,000

(Please select one of the following)

- ♥ **Fitness Walk Sponsor:** Company name and logo featured on all fitness walk signage with a special mention at fitness walk start line
- ♥ **T-Shirt Sponsor:** Logo featured in exclusive location on 1,500 event t-shirts
- ♥ **Race Bib Sponsor:** Company name/logo featured on 1,500 race bibs
- ♥ **Mile Marker/Factoid Sign Sponsor:** Company name/logo printed on each mile marker
- ♥ **Water Station Sponsor:** Company name/logo prominently displayed on water station signage (optional – company may sponsor special water cups with company logo)

Benefits include the following:

- ♥ Prominent logo placement on Cupid's Cup website (www.cupidscup5k.com) Sponsor Page with link to company website
- ♥ Company logo listed on email blast to Cupid's Cup participants, sponsors, and donors
- ♥ Company logo featured in Cupid's Cup 5K and Fitness Walk brochures available online (logo must be received prior to December 1st)
- ♥ Prominent logo placement on 1,500 event t-shirts
- ♥ Opportunity to market special offers to participants at designated vendor table on race day
- ♥ Company logo featured in post-event articles in CHS internal One Voice e-newsletter distributed to over 15,000 employees and Carolinas HealthCare Foundation's newsletter distributed to over 3,000 key friends and donors
- ♥ Company name listed in pre and post race articles on Carolinas HealthCare Foundation website, www.givecarolinas.org
- ♥ Company name placed in post-event "Thank You" ad placed in The Charlotte Business Journal
- ♥ Sponsorship mention at event award ceremony
- ♥ Complimentary entry for up to eight runners or walkers

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Sweetheart Sponsor - \$2,500

- ♥ Logo placement on 1,500 event t-shirts
- ♥ Company logo featured on Cupid's Cup website (www.cupidscup5k.com) with link to company website
- ♥ Company name listed on email blast to Cupid's Cup participants, sponsors, and donors
- ♥ Company name listed in pre and post race articles on Carolinas HealthCare Foundation website, www.givecarolinas.org
- ♥ Company logo will be featured in Cupid's Cup 5K and Fitness Walk brochures available online (logo must be received prior to December 1st)
- ♥ Logo placement on race event banner
- ♥ Opportunity to market special offers to participants via designated vendor table on race day
- ♥ Sponsorship mention at awards ceremony
- ♥ Company name featured in post-event articles in CHS internal One Voice e-newsletter distributed to over 15,000 employees and Carolinas HealthCare Foundation's newsletter distributed to over 3,000 key friends and donors
- ♥ Complimentary entry for up to five runners or walkers

Bow and Arrow Sponsor - \$1,500

- ♥ Logo placement on 1,500 event t-shirts
- ♥ Company name listed on Cupid's Cup website (www.cupidscup5k.com)
- ♥ Company name listed in pre and post race articles on Carolinas HealthCare Foundation website, www.givecarolinas.org
- ♥ Company logo will be featured in Cupid's Cup 5K and Fitness Walk brochures available online (logo must be received prior to December 1st)
- ♥ Sponsorship mention at awards ceremony
- ♥ Opportunity to place marketing materials at packet pick-up
- ♥ Complimentary entry for up to two runners or walkers

Good Friends Sponsor - \$ 500

- ♥ Sponsorship mention at awards ceremony
- ♥ Opportunity to place marketing materials at packet pick-up
- ♥ Complimentary entry for up to one runner or walker
- ♥ Company name listed on Cupid's Cup website (www.cupidscup5k.com)