SPONSORSHIP PACKET
February 29, 2020
Payne Park
Sarasota, FL

Please return by Friday, December 20, 2019

A 5K & FUN RUN FOR HEALTHIER MOMS & BABIES

www.healthystartsarasota.org
ABOUT THE HEALTHY START COALITION OF SARASOTA

"Our mission is to improve the health and well-being of pregnant women, infants, and young children."

This mission is reflected in all of our programs, projects, and activities and is the backbone of our organization. We serve the families in our community in a variety of ways – making sure parents have the knowledge and support they need to be healthy and empowered. Babies thrive in a healthy community. The Healthy Start Coalition of Sarasota County works with other non-profits organizations and agencies in Sarasota County to ensure babies get the supportive, healthy community they need. Together, we make sure that every baby gets a Healthy Start!

BECOME A SPONSOR

Sponsoring the Run Baby Run 5k will help support the mission of The Healthy Start Coalition allowing us to provide affordable prenatal care to those in our community who need it the most.

By becoming a sponsor your organization helps...

RAISE AWARENESS
- Your Sponsorship will help sustain our mission, highlighting the lack of affordable, high quality, prenatal care services in our region. This event, held in the Sarasota area, will bring in those both familiar and unfamiliar with the lack of access to care for first-time moms, under and uninsured mothers, and educate them on how they can help.

SUPPORT THE CAUSE
- Sponsoring this event will help us continue to provide affordable prenatal education services. Unlike traditional donations, sponsorship is a way to give back and have your company recognized as an organization who cares about and is involved in this cause. Funds raised will go directly to providing prenatal education for pregnant women.

INCREASE BRAND RECOGNITION
- Promote your company’s brand, products, and/or services to individuals/communities participating in the Run Baby Run 5k & Fun Run. Show off your company’s philanthropic side and meet clients who have benefited from these services, and community members who are conscious of the importance of maternal and child health in our region and want to help businesses with like-minded ideas and supportive efforts.

SUPPORT COMMUNITY INVOLVEMENT
- We serve a mission that is bigger than ourselves, and we recognize that we cannot do this work alone. We foster a caring community of mutual support by actively seeking collaborations and partnerships to expand our reach! We want to build support and community involvement to help us in our mission to provide hope, excellence, and wholehealth.

On behalf of the Healthy Start team, thank you for your consideration and we hope to see you on race day.
Healthy Start Coalition of Sarasota is a 501 (c)3 non-profit organization that provides free classes in baby care, breastfeeding, and childbirth education; helps with healthy pregnancy weight, smoking cessation, parenting, grief counseling, in-home postpartum support, and much more!

The annual Run Baby Run 5K & Fun Run will help raise funds and, more importantly, awareness about the importance of maternal and child health in the Sarasota area.

**DATE & TIME**
Saturday, February 29, 2020 (Rain or Shine)
Vendor Check-in & Setup - 6:30 am
Registration & Participant Check-in - 7:30 am
Fun Run Starts - 8:00am
5K Run Starts- 8:30 am
Family Fun Village - 10 am - 12:30 pm

**LOCATION**
Payne Park
2050 Adams Ln.
Sarasota, FL 34237
### Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Sprint Title $10,000+</th>
<th>Run Bib $5,000+</th>
<th>Jog $2,500+</th>
<th>Walk $1,500+</th>
<th>Crawl $500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Race Entries / T-Shirts</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Logo and Link on Race Website</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
</tr>
<tr>
<td>Logo on online Registration Form</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
</tr>
<tr>
<td>Logo on Front of Race Shirt</td>
<td>⚜️ Top Biggest</td>
<td>⚜️ Top Big</td>
<td>Middle Medium</td>
<td>Bottom Smallest</td>
<td></td>
</tr>
<tr>
<td>Logo on Race T-Shirt (back)</td>
<td>⚜️ Top Biggest</td>
<td>⚜️ Top Big</td>
<td>Middle Medium</td>
<td>Bottom Smallest</td>
<td></td>
</tr>
<tr>
<td>Social Media ShoutOuts</td>
<td>⚜️ Top Biggest</td>
<td>⚜️ Top Big</td>
<td>Middle Medium</td>
<td>Bottom Smallest</td>
<td></td>
</tr>
<tr>
<td>Logo on Finish Banner</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
<td>⚜️ Prominent Position</td>
</tr>
<tr>
<td>Pre-Race Remarks</td>
<td>⚜️ Top Biggest</td>
<td>⚜️ Top Big</td>
<td>Middle Medium</td>
<td>Bottom Smallest</td>
<td></td>
</tr>
<tr>
<td>Logo On Bib</td>
<td>⚜️ Top Biggest</td>
<td>⚜️ Top Big</td>
<td>Middle Medium</td>
<td>Bottom Smallest</td>
<td></td>
</tr>
<tr>
<td>Vendor Booth at Family Fun Vendor Village</td>
<td>⚜️ Top Biggest</td>
<td>⚜️ Top Big</td>
<td>Middle Medium</td>
<td>Bottom Smallest</td>
<td></td>
</tr>
</tbody>
</table>
OTHER WAYS TO GET INVOLVED

BECOME A VENDOR
Our Family Fun-Vendor Village is a great place for attendees to directly interact with your company and brand. Each vendor will have space for a 10X10 booth (Bring set up).

$75

SPONSOR A CLIENT
Consider sponsoring a current or previous Healthy Start client to run or walk at our Run Baby Run 5K event.

$35

VOLUNTEER
Your and your organization can help with our cause by volunteering at or before our event. To volunteer for our event please contact Patricia McMahon at RunBabyRunSRQ@gmail.com

IN-KIND DONATION
Donations of in-kind items can be very beneficial and can maximize the funds dedicated to providing prenatal services to our moms. Acceptable items for the event include, but are not limited to, food, medals, banners. Other acceptable items include: pack & plays, breast pumps, diapers, bottles, nursing covers, baby wipes.

Have another sponsorship idea in mind?
Contact an event coordinator to discuss further options at RunBabyRunSRQ@gmail.com
Become a sponsor today!

COMPLETE AND SUBMIT THE SPONSORSHIP COMMITMENT FORM AND SPONSORSHIP AGREEMENT

Please send forms to Jina Foltz along with your sponsorship contribution. All checks should be payable to Healthy Start Coalition. In-kind donations should be sent to the mailing address listed below.

By Email: RunBabyRunSRQ@gmail.com  
Subj: RBR5k Sponsorship - Organization Name

Mail to: Healthy Start Coalition of Sarasota  
1750 17th Street, Bldg. A  
Sarasota, FL 34234

EMAIL YOUR CURRENT HIGH RESOLUTION BUSINESS LOGO AND DESCRIPTION TO Jina Foltz

Acceptable formats for logos include png, jpg, jpeg, or eps. Please submit company descriptions as Word or PDF documents.

Patricia McMahon  
RunBabyRunSRQ@gmail.com  
Subj: RBR5k Sponsor Logo - Company Name

Contact an event coordinator to discuss further options at RunBabyRunSRQ@gmail.com
1. For the Run Baby Run 5k sponsorship, Healthy Start Coalition of Sarasota is responsible for the management of all functions and will handle all arrangements with other suppliers as necessary. Healthy Start Coalition of Sarasota will work with sponsors to coordinate your sponsored activity.

2. All sponsors must submit a current high resolution business logo (acceptable formats png, jpg, jpeg, or eps) and business description no later than 1 week after signing this agreement. The logos shall remain at all times the sole and exclusive intellectual property of the sponsor company, shall be used by Healthy Start Coalition of Sarasota in a professional manner to signify the sponsor’s support of the Run Baby Run 5K, and shall not be revised or altered in any way (except sizing) by Healthy Start Coalition of Sarasota without permission. Use of the logos shall create no rights for Healthy Start Coalition of Sarasota beyond the terms and conditions of this limited license.

3. Healthy Start Coalition of Sarasota will invoice you upon receiving your agreement. Please email if you need to make special payment arrangements. All checks should be made out to “Healthy Start Coalition of Sarasota.”

4. Healthy Start Coalition of Sarasota reserves the right to decline any sponsorship opportunities for any reason (i.e. level exclusivity, if applicable; previous sponsorship commitment not met, etc.)

AGREEMENT

We hereby apply to become a sponsor for the Run Baby Run - A 5k Run/Walk for Healthier Moms & Babies. We agree to abide by the rules and regulations as printed on this application, which is part of this agreement.

Authorized Signature: ___________________________________________ Date: __________________