

5th ANNUAL
Fools' DAY 5K
Benefiting United Against Poverty of St. Lucie County

Sponsorship Opportunities

March 30, 2024
Causeway Cove Marina
Fort Pierce, FL



UP
ST. LUCIE COUNTY

Sponsorship Levels

Fool of the Year Presenting Sponsor • \$5,000 (Exclusive)

This event will be officially titled and advertised as “Fools Day 5k – Run Against Poverty presented by (Your Company).” Any event promotion including print, online and broadcast will include your company name.

- **Logo prominently displayed on all fliers, posters and advertisements used to promote the event in the community**
- **Extra large logo prominently positioned on back of participant t-shirts**
- **Logo on Mile 1, Mile 2, Mile 3 and Water Station.**
- **Logo on signage at Silly Zones (an interactive area where volunteers and cheer on participants)**
- **Inclusion in a minimum of two press releases sent to regional media (one prior to and one following event)**
- **Opportunity for mascot/ spokesperson to appear/speak at event**
- **Extra large logo on sponsor banner**
- **Logo and link posted on FoolsDay5k.org event website**
- **Opportunity to provide a promotional offer or flier in the first 250 participant goody bags (fliers must be 5.5”x8.5” or smaller)**
- **Your 10x10 tent, table and two (2) chairs at event to interact face-to-face with participants and spectators**
- **20 complimentary race entries**

Gullible Gold Sponsor • \$3,000

- **Large logo displayed on all fliers, posters and advertisements used to promote the event in the community**
- **Large logo placed on back of participant t-shirts**
- **Logo on Mile 1, Mile 2 and Mile 3 marker sign**
- **Large logo on sponsor banner**
- **Logo and link posted on FoolsDay5k.org event website**
- **Opportunity to provide a promotional offer or flier in the first 250 participant goody bags (fliers must be 5.5”x8.5” or smaller)**
- **Your 10x10 tent, table and 2 chairs at event to interact face-to-face with participants and spectators**
- **10 complimentary race entries**

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Sponsorship Levels

Silver Sneakers Sponsor • \$1,500

- Medium logo positioned back of participant t-shirts
- Medium logo on sponsor banner
- Logo sign on course
- Logo posted on FoolsDay5k.org event website
- Opportunity to provide a promotional offer or flier in the first 250 participant goody bags (fliers must be 5.5”x8.5” or smaller)
- Your 10x10 tent, table and two (2) chairs at event to interact face-to-face with participants and spectators
- Five (5) complimentary race entries

Dehydration Water Station Sponsor • \$1,000 (1 Available)

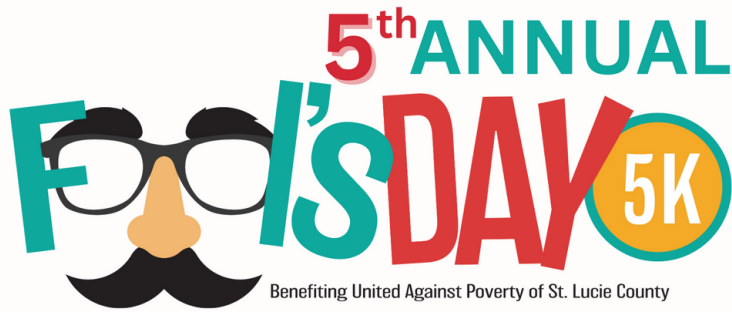
- Water Station Presented by [Your Company] signage on water station available along the racecourse
- Medium logo positioned back of participant t-shirts
- Medium logo on sponsor banner
- Logo posted on FoolsDay5k.org event website
- Opportunity to provide a promotional offer or flier in the first 250 participant goody bags (fliers must be 5.5”x8.5” or smaller)
- Your 10x10 tent, table and two (2) chairs at event to interact face-to-face with participants and spectators
- Five (4) complimentary race entries

Bougie Bronze Sponsor • \$500

- Sign with logo along racecourse
- Small logo or name on back of participant event t-shirt
- Logo posted on FoolsDay5k.org event website
- Opportunity to provide a promotional offer or flier in the first 250 participant goody bags (fliers must be 5.5”x8.5” or smaller)
- Two (2) complimentary race entries

Clowning Around Mood Booster Sponsor • \$250

- Mood Booster sign with logo along racecourse



Sponsor Commitment Agreement

- Presenting (\$5,000) Gold Sponsor(\$3,000) Silver Sponsor(\$1,500) Bronze Sponsor(\$500)
 Mood Booster Sponsor (\$250) Water Station Sponsor (\$1,000)

Sponsor Name: _____

Contact Name: _____

Address: _____

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

Email: _____

Complete form and return with payment to: United Against Poverty 2520 Orange Ave, FL 34947
or contact Dawn Knupp at DKnupp@unitedagainstpoverty.org

- My Check, made out to United Against Poverty is enclosed
 Please charge my credit card, listed below

Card Number: _____ Visa MC AMEX DC

Exp Date: ____ / ____ CCV: ____ Billing Zip: _____ Amt. Due: \$ _____

Name as it appears on card: _____

Signature: _____ Date: _____

For additional information, please contact Dawn Knupp, DKnupp@unitedagainstpoverty.org. or visit our website at Foolsday5k.org. For recognition on posters and fliers, all sponsors must provide a logo in one-color and full-color versions by **2/23/24**. T-shirt and signage logo deadline is **3/8/24**. Only high-resolution (300 dpi) PDF or EPS file formats are acceptable. Send via email to DKnupp@unitedagainstpoverty.org.

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