



## 5k Sponsorship Opportunities

*All proceeds benefit Unite for HER*

### **Lead Event Sponsor: \$10,000 (Limited to one sponsorship)**

Name/logo on event banner in downtown West Chester for two weeks prior to event  
Prominent feather banner at Starting Line, Finish Line, and Family Tailgate  
Logo on VIP tent at the Family Tailgate (exclusive to this level of sponsorship and Family Tailgate Sponsor)  
Top listing on event sponsor signage  
Race day social media promotional interview  
Vendor table on race day at Family Tailgate  
Individual lawn sign placed on the course  
Name/logo on official race t-shirt  
Inclusion in virtual swag bag - digital coupon, offer, or ad  
Recognition on Unite for HER and the Run2SignUp websites  
Recognition in race communications, pre-race announcements, and on social media sites  
Speaking opportunity during pre-race announcements  
Name in annual report  
8 access passes to VIP tent at the Family Tailgate  
12 tickets to the race kick-off celebration Friday night at Classic Diner in West Chester  
16 free registrations

### **Starting Line Sponsor: \$7,500**

Prominent feather banner at Starting Line (exclusive to this level of sponsorship and Lead Event Sponsor)  
Starting car/pace car opportunity  
Vendor table on race day at Family Tailgate  
Individual lawn sign placed on the course  
Name/logo on official race t-shirt  
Name/logo on event sponsor signage  
Inclusion in virtual swag bag - digital coupon, offer, or ad  
Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
Recognition in race communications, pre-race announcements, and on social media sites  
Name in annual report  
4 access passes to VIP tent at the Family Tailgate  
10 tickets to the race kick-off celebration Friday night at Classic Diner in West Chester  
14 free registrations

### **Family Tailgate Sponsor: \$5,000 (Limited to two sponsorships)**

Prominent feather banner at Family Tailgate (exclusive to this level of sponsorship and Lead Event Sponsor)  
Logo on VIP tent at the Family Tailgate (exclusive to this level of sponsorship and Lead Event Sponsor)  
Race day social media promotional interview  
Vendor table on race day at Family Tailgate  
Individual lawn sign placed on the course  
Name/logo on official race t-shirt  
Name/logo on event sponsor signage  
Inclusion in virtual swag bag - digital coupon, offer, or ad  
Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
Recognition in race communications, pre-race announcements, and on social media sites  
Speaking opportunity during pre-race announcements  
Name in annual report  
4 access passes to VIP tent at the Family Tailgate  
8 tickets to the race kick-off celebration Friday night at Classic Diner in West Chester  
12 free registrations

**Finish Line Sponsor: \$3,500 (Limited to two sponsorships)**

Prominent feather banner at Finish Line (exclusive to this level of sponsorship and Lead Event Sponsor)  
Branded waterbottles given at Finish Line  
50 yards promotional opportunity at Finish Line  
Race Day social media promotional interview  
Vendor table on race day at Family Tailgate  
Individual lawn sign placed on the course  
Name/logo on official race t-shirt  
Name/logo on event sponsor signage  
Inclusion in virtual swag bag - digital coupon, offer, or ad  
Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
Recognition in race communications, pre-race announcements, and on social media sites  
Name in annual report  
2 access passes to VIP tent at the Family Tailgate  
6 tickets to the race kick-off celebration Friday night at Classic Diner in West Chester  
8 free registrations

**Water Station Sponsor: \$2,000 (Limited to two sponsorships)**

Prominent feather banner at water station on course  
100 yard promotional opportunity surrounding water station  
Vendor table on race day at Family Tailgate  
Individual lawn sign placed on the course  
Name/logo on official race t-shirt  
Name/logo on event sponsor signage  
Inclusion in virtual swag bag - digital coupon, offer, or ad  
Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
Name in annual report  
4 tickets to the race kick-off celebration Friday night at Classic Diner in West Chester  
6 free registrations

**Course Sponsor: \$1,000**

Individual lawn sign placed on the course  
Name/logo on official race t-shirt  
Vendor table at Family Tailgate on race day  
Name/logo on event sponsor signage  
Inclusion in virtual swag bag - digital coupon, offer, or ad  
Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
Name in annual report  
2 tickets to the race kick-off celebration Friday night at Classic Diner in West Chester  
4 free registrations

**Pace Sponsor: \$500**

Inclusion in virtual swag bag - digital coupon, offer, or ad  
Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
2 free registrations

**Community Sponsor: \$250**

Name/logo on signage at the event  
Recognition on Unite for HER and the Run2SignUp websites  
1 free registrations

**Unite for HER 5K Friend: \$100**

Name/logo on signage at the event  
Recognition on the Unite for HER website

To discuss these sponsorship options, please contact Cameron at [ccotrufello@uniteforher.org](mailto:ccotrufello@uniteforher.org). Sponsorship donations can be mailed to: Unite for HER/5k, 127 East Chestnut Street, West Chester, PA, 19380.





## Unite for HER 5k Run/Walk Sponsorship Agreement

We are proud to sponsor the Unite for HER 5k Run/Walk at the following level:

- |   |                                 |
|---|---------------------------------|
| _____ Lead Event Sponsor - \$10,000     | _____ Course Sponsor - \$1,000  |
| _____ Starting Line Sponsor - \$7,500   | _____ Pace Sponsor - \$500      |
| _____ Family Tailgate Sponsor - \$5,000 | _____ Community Sponsor - \$250 |
| _____ Finish Line Sponsor - \$3,500     | _____ UFH 5K Friend - \$100     |

Note: Deadline for sponsor logo/name on event t-shirt and signage is September 3, 2019.

In kind donation description (please be as detailed as possible):

Product Donation: \_\_\_\_\_ Retail Value: \_\_\_\_\_

Company or Individual Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We are available to answer any questions you might have regarding sponsorship. Please contact Cameron at [ccotrufello@uniteforher.org](mailto:ccotrufello@uniteforher.org). Your donation and completed sponsorship agreement form should be mailed to:

Unite for HER/5k  
127 East Chestnut Street  
West Chester, PA 19380

The official registration and financial information of Unite for HER may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. Unite for HER is an IRS registered 501(c)(3).