



SPONSORSHIP & VENDOR  
**PROPOSAL**

**20  
23**

✉ [pauldingeducationfoundation@gmail.com](mailto:pauldingeducationfoundation@gmail.com)

🌐 [pauldingeducationfoundation.com/5k-family-run/](http://pauldingeducationfoundation.com/5k-family-run/)



**Prepared by :**  
Paulding Education Foundation (PEF)

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# THE VILLAGE VIRTUAL 5K & MEMBER APPRECIATION EVENT

# OVERVIEW

Boost the exposure of your business or community group while also making a difference at this year's event.

## Details

Date : Saturday, November 4, 2023  
Time : 11:00 AM until 2:00 PM  
Place : Veterans Memorial Park  
240 Constitutional Blvd.  
Dallas, GA 30132

## Additional Features ("Villages")



Concert  
Village



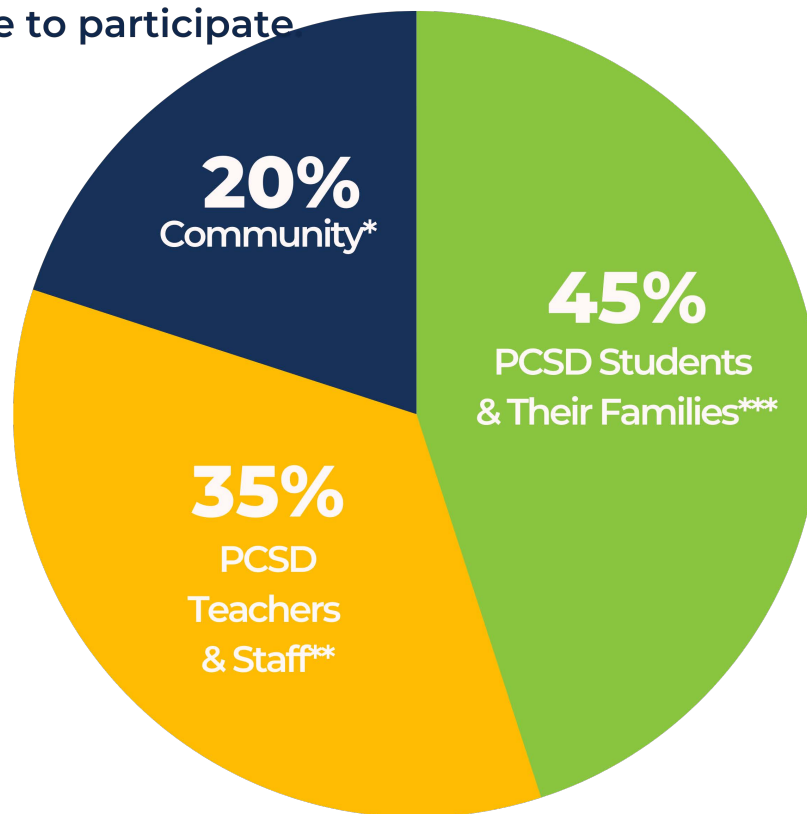
Food  
Village



Kids Play  
Village

# TARGET AUDIENCE

*The Village Virtual 5K & Member Appreciation Event* is an event focused on bringing Paulding County Schools and its surrounding communities together. Here are the participant groups being targeted; however, all are welcome to participate



## EXPLANATION OF EACH TARGETED PARTICIPANT GROUP

\*\*\*Registered students of the PCSD and their immediate families

\*\*Employees of PCSD

\*Businesses and community groups in and around Paulding County

# THE VILLAGE 5K & FAMILY FUN RUN

## VILLAGE HIGHLIGHTS

*The Village Virtual 5K & Member Appreciation Event* offers a unique experience for it will also feature a concert, kids play area, and competition from district & school leadership. Check out some of its highlights below.



### Main Highlight: THE VILLAGE VIRTUAL 5K

Enjoy a family fun activity that promotes a healthier lifestyle, With our virtual race, you can run when convenient for you and submit your time by Nov 4th!

### Second Highlight: CONCERT VILLAGE

Get your ears and good vibes ready for the melodic tunes of the local live band *COCOMOTION*. This band will entertain participants once the race is over with music from the 70s to hits of today.



# THE VILLAGE 5K & FAMILY FUN RUN

## VILLAGE HIGHLIGHTS

### (CONTINUED)



#### Third Highlight: KIDS PLAY VILLAGE

Bounce houses, Large Yard Games and a playground sounds like a good time bound to happen once the family fun run is done. There will be kids play activities for all ages to engage in before heading home.

#### Final Highlight: Member Appreciation & Food

We will have food trucks onsite to take your pick from with both meal and dessert. As a special thank you, the Foundation will be providing meal tickets for the member plus one other provided by Cheese Burger Bobby's. Not a member yet, you can join today!



# SPONSORSHIP PACKAGES

Partner with the Paulding Education Foundation (PEF) through becoming a sponsor. Please note, certain benefits and/or perks may not be available after September 1 (i.e., certain logo or name placements, signs, etc.)

## **\$5000+ | VIRTUAL 5K RUN TITLE SPONSORSHIP**

(Limited to 1)

- Prominent sponsorship acknowledgements given online, before, after, and throughout the event
- "Presented by Paulding Education Foundation in Partnership With [Sponsor Name]" added to race name
- Prominent signage displayed throughout entire event
- Opportunity to offer remarks during the opening of the event
- Sponsor name listed on back of of race t-shirt
- Up to eight (8) complimentary race entries
- 1/4 page color ad in the PEF's *Foundation Inspiration* Quarterly Newsletter (December 2023 issue)
- Placement of hyperlinked logo on website
- Up to four (4) complimentary vendor spaces
- One (1) exclusive table to greet participants as they check-in
- Opportunity to place promotional literature and/or items in swag bags

# SPONSORSHIP PACKAGES

## **\$3750 | MEMBERS APPRECIATION SPONSORSHIP**



- Prominent sponsorship acknowledgements given online, right before, after, and throughout the members appreciation segment of the event (begins after the conclusion of the 5K)
- Prominent signage displayed throughout the members appreciation segment of the event
- Opportunity to offer remarks during the opening of the members appreciation segment of the event
- Sponsor name listed on back of of race t-shirt
- Up to six (6) complimentary race entries
- 1/4 page color ad in the PEF's Foundation Inspiration Quarterly Newsletter (December 2023 issue)
- Placement of hyperlinked logo on website
- Up to three (3) complimentary vendor spaces
- Opportunity to place promotional literature and/or items in swag bags



# SPONSORSHIP PACKAGES

## **\$2500 | BIB OR BAG SPONSORSHIP**

(Limited to 2)

- Sponsorship acknowledgement given online and before race
- Logo on custom race bib or custom swag bag
- Sponsor name listed on back of of race t-shirt
- Up to four (4) complimentary race entries
- 1/8 page color ad in the PEF's *Foundation Inspiration Quarterly* Newsletter (December 2023 issue)
- Placement of logo on website
- Up to two (2) complimentary vendor spaces
- Opportunity to place promotional literature or item in swag bags

## **\$1500 | START & FINISH LINE SPONSORSHIP**

(Limited to 2)

- Sponsorship acknowledgement given online
- Sponsor name listed on back of of race t-shirt
- Up to two (2) complimentary race entries
- Name listed on website
- Up to one (1) complimentary vendor space
- Opportunity to place promotional literature or item in swag bags

# SPONSORSHIP PACKAGES

## **\$1000 | MILE MARKER SPONSORSHIP**

(Limited to 2)

- Prominent presence at the 1st or 2nd mile marker
- Up to two (2) signs displayed along 1 mile of race route
- Sponsor name listed on back of of race t-shirt
- Up to one (1) complimentary race entry
- Name listed on website
- Opportunity to place promotional literature in swag bags

## **\$500 | RECOVERY STATION SPONSORSHIP**

(Limited to 4)

- An area to provide race recovery snacks and drinks to racers
- Up to one (1) sign displayed along race route
- Sponsor name listed on back of of race t-shirt
- Name listed on website

## **\$250 | RACE ROUTE SPONSORSHIP**

(Multiple)

- Up to one (1) sign displayed along race route
- Name listed on website

# SPONSORSHIP PACKAGES

## **\$125 | VILLAGE SPONSORSHIP**

(Multiple)

- Name listed on a sign displayed at one of the additional features ("villages")
- Name listed on website

## **\$50-99 | FRIENDS OF THE VILLAGE SPONSORS**

(Unlimited)

- Name listed on website

## **IN-KIND DONATIONS**

(Various Items Needed)

Paulding Education Foundation (PEF) welcomes in-kind donations to assist with minimizing costs for logistical, advertising, security, or other miscellaneous needs such as: Printing (banners, posters, postcards, etc.); Marketing and Advertising; Bottled Water; Recovery Snacks and Drinks; Gift Cards; Sound and Audio Systems; Etc. Email [pauldingeducationfoundation@gmail.com](mailto:pauldingeducationfoundation@gmail.com) for more details.

# VENDOR

## FEE & OTHER DETAILS

Partner with the Paulding Education Foundation (PEF) by showcasing your business or community group's offerings during the event.

**\$100 | PREMIUM VENDOR REGISTRATION**

**\$50 | BASIC VENDOR REGISTRATION**

(Limited to 100)

Vending will take place from 11:00 a.m. to 2:00 p.m. Vendors must remove personal cars, be set up, and ready to entertain event participants/attendees by 10:30 a.m. and must not begin breaking down until 2:00 p.m. Vendors must provide their own table(s), chair(s), tent(s), and/or a power source (i.e., a generator). Vendors must also provide one (1) gift and/or gift card (with a minimum value of \$25) for your business' or community group's product(s), offering(s) and/or service(s). It will be included in prize drawings for participants/attendees. Please note, vendors will be provided a list of contacts/leads who elect to be a part of the drawing for your business' or community group's gift and/or gift card, as an added benefit and perk for your participation. Premium vendor registrants are afforded a higher visibility location/space.

# SPONSOR OR VENDOR SIGN UP INSTRUCTIONS

Visit [pauldingeducationfoundation.com/5k-family-run/](http://pauldingeducationfoundation.com/5k-family-run/) to complete and submit the online sign up form and to remit coinciding sponsorship monies and/or fees. You will need to be prepared to submit/remit the following:

- Sponsor / Vendor / Business Information
  - Address
  - Website
  - Social Media (i.e., Facebook, Instagram, Etc.)
- Primary Contact Person's Information
  - Full Name
  - Email address
  - Phone Number
  - Availability (Best Time to Call You, Etc.)
- If Applicable:
  - The Number of People Working Your Vendor Space (No More Than Four People)
  - Number of T-shirts Needed and Size(s)
- Acknowledgement and/or Agreement of Specified Terms Surrounding Your Sponsorship and/or Vendor Participation

# OUR CONTACT

Phone	(770) 443-8003 Ext. 10320
Email	<a href="mailto:pauldingeducationfoundation@gmail.com">pauldingeducationfoundation@gmail.com</a>
Website	<a href="http://pauldingeducationfoundation.com/5k-family-run/">pauldingeducationfoundation.com/5k-family-run/</a>
Office	522 Hardee Street, Dallas, GA 30132

