



SPONSORSHIP & VENDOR **PROPOSAL**

20 23

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🌐 pauldingeducationfoundation.com/5k-family-run/



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TABLE OF CONTENTS

Introduction	1
Overview	2
Target Audience	3
Highlights	4 - 5
Sponsorship Packages	6 - 10
Vendor Fee & Other Details	11
How to Sign Up	12
Contact	13

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**



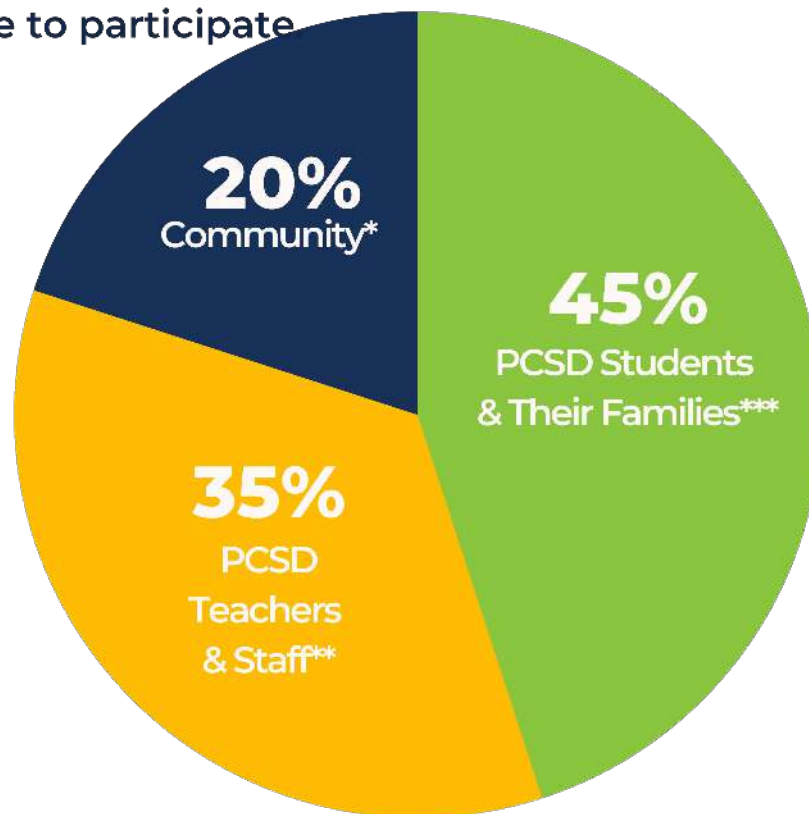
**Food
Village**



**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 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 pauldingedufoundation@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/ 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

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