

# **JOHNSTON HEALTH** **RACE SERIES** **VIRTUAL**

Two 5K/10K walk-run events | Two great causes



**2021 SPONSORSHIP OPPORTUNITIES**



[www.JohnstonHealth.org/RaceSeries](http://www.JohnstonHealth.org/RaceSeries)



**Saturday, April 10 - Saturday, April 17**  
Virtual event  
At your own pace, in your own space

**Saturday, November 13**  
Live or virtual format to be determined  
based on COVID-19 restrictions

## Proceeds to benefit the Johnston Health Foundation's Heart Fund & Healthy Kids Fund

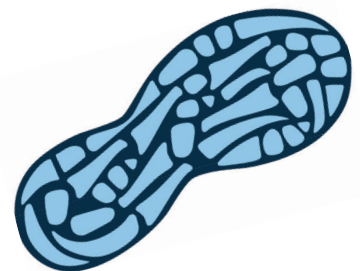
-  **HEALTHY KIDS FUND** addresses childhood obesity issues in our community through health and fitness scholarships to youth at risk of developing chronic diseases.
-  **HEART FUND** supports heart patients who are going through financial hardships by providing funds to purchase medications, gas for transportation to treatments, life saving devices, and cover co-pays.

### WHY CONSIDER SPONSORSHIP?

In addition to supporting these two great causes, aligning with the Johnston Health Race Series offers your company a marketing opportunity in your local community.

### JOHNSTON HEALTH FOUNDATION'S REACH:

- Email database of: 7,671
- Facebook followers (Johnston Health Foundation & Johnston Health): 6,600+
- Average race participation: Champions 525 | Gobble Waddle 300
- Average age of participants: 30-49
- Registrations by region
  - 64% Johnston County (Clayton 41% | Smithfield-Selma 37%)
  - 23% Wake County (Raleigh 40% | Garner 20% | Apex/Cary 16%)
- 14 US States represented at the last virtual race in November 2020












































**[www.JohnstonHealth.org/RaceSeries](http://www.JohnstonHealth.org/RaceSeries)**



# SPONSORSHIP OPPORTUNITIES

Elevate your company | Build brand loyalty | Heighten visibility | Strengthen awareness  
— all in the virtual space!

BENEFITS	Champion \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend \$500
Complimentary registrations for each event	10	8	6	4	2	
Name/logo on all printed & digital marketing materials + email correspondence						
Name/logo with hyperlink on event website						
Name/logo on event T-shirts (Deadline: March 1)						
Recognition on Johnston Health Foundation's Facebook page	2 dedicated mentions + opportunity for custom content	2 dedicated mentions + opportunity for custom content	2 dedicated mentions + opportunity for custom content	2 dedicated mentions	2 dedicated mentions	1 dedicated mention
Opportunity to add a branded item to race packet received by all participants						
Choice of one exclusive opportunity (see back page for options/examples)						
Opportunity to host a Facebook contest/giveaway						
Banner ad featured on the race app, RaceJoy						
Audio message featured on the race app, RaceJoy						
Co-branded swag item received by all participants						
Opportunity to provide pre-recorded Facebook Live or demo video						

## CUSTOM SPONSOR PACKAGES ALSO AVAILABLE

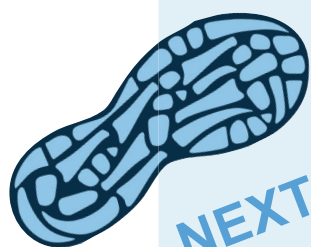
contact Sol Halliburton at 919.938.7169 or [foundation@johnstonhealth.org](mailto:foundation@johnstonhealth.org)

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21**

# EXCLUSIVE OPPORTUNITIES

Below are examples of exclusive opportunities offered within the various sponsorship levels listed on the prior page. Please note that options are subject to availability based on whether races are held live or virtually. All are first come, first serve.

Champion   \$10,000	Platinum   \$7,500	Gold   \$5,000
Race Medal Sponsor (1 opportunity)	Start Line Sponsor (1 opportunity)  Finish Line Sponsor (1 opportunity)	<b>SOLD:</b> Participant Bib Sponsor (1 opportunity)  Participant Race Package Sponsor (1 opportunity)  <b>SOLD:</b> Walk n Wag Sponsor (1 opportunity)
Silver   \$2,500	Bronze   \$1,000	
Event T-shirt sponsor (1 opportunity for prominent placement on event T-shirt)  Kids Zone Sponsor (1 opportunity)  Tribute Wall (1 opportunity; live events only)  Selfie Station or Facebook Profile Frame Sponsor (1 opportunity)	<b>SOLD:</b> Hydration Sponsor (3 opportunities)  Warm up/work out sponsor (1 opportunity)  Hot chocolate station (Gobble Waddle live event only)  Pace Car (live events only)  Team Sponsor	



**NEXT STEPS**

- Complete the enclosed commitment form and return it to [foundation@johnstonhealth.org](mailto:foundation@johnstonhealth.org) by **Friday, March 12**.
- Please send an .eps and .jpg version of your logo file to [foundation@johnstonhealth.org](mailto:foundation@johnstonhealth.org). Logos will be included on marketing materials and race swag, as noted by your sponsorship level.
- Register your team and participants at [www.johnstonhealth.org/raceseries](http://www.johnstonhealth.org/raceseries)

## JOHNSTON HEALTH FOUNDATION

The Johnston Health Foundation was formed in 1992 as a non-profit organization to raise awareness and funds for Johnston Health. Contributions to the Foundation are used to expand and supplement services and assistance to patients, and to fund equipment and capital needs. All gifts ultimately enhance the quality of care that Johnson Health delivers to patients and their families.

To learn more, visit [www.johnstonhealth.org/foundation](http://www.johnstonhealth.org/foundation)

Contact Us:

PO Box 1376 | Smithfield, NC 27677

Phone: 919.938.7169 | email: [foundation@johnstonhealth.org](mailto:foundation@johnstonhealth.org)

Facebook: [@JohnstonHealthFoundation](https://www.facebook.com/JohnstonHealthFoundation)

## SPONSORSHIP AGREEMENT

Please complete, sign and send with a high resolution logo eps or jpg file to [Foundation@JohnstonHealth.org](mailto:Foundation@JohnstonHealth.org)

Sponsor Name (Individual/Organization/Company): \_\_\_\_\_

In support of Johnston Health Foundation, I/we intend to make a gift of \$ \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

JHF Event Name: **JH Race Series - Champions 5K/10K & Gobble Waddle 5K/10K**  
Event Year/s: **2021**

Location of Event: Virtual / Johnston Health, 509 N. Bright Leaf Blvd. Smithfield NC 27577

Term of Agreement: Start date (date of signing): \_\_\_\_\_

Contribution Payment Schedule (Installments may be made at a minimum of \$500 increments)

Due Date: _____	Amount Due: _____
Due Date: _____	Amount Due: _____
Due Date: _____	Amount Due: _____
Due Date: _____	Amount Due: _____

### *I understand and agree that*

- The sponsorship total contribution amount is to be paid in full no less than 30 days before the Champions Event Date: March 10, 2021.
- No rights to use Johnston Health and Johnston Health Foundation service marks are granted in this agreement.
- In appreciation of sponsor's support, Johnston Health Foundation will recognize the sponsor's contribution in the appropriate event related materials and/or activities as outlined in the sponsorship package chosen by the sponsor.
- Sponsor is responsible for its own business activities and for its action or inaction relating to the specific event activities under this agreement. Sponsor will be responsible for securing any necessary release forms from participants in any sponsor activity held at the event.
- All checks are to be made payable to the JOHNSTON HEALTH FOUNDATION and send to:  
Johnston Health Foundation, PO Box 1376, Smithfield NC 27577

### **Sponsor Contact Information:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### **Sponsor Billing Information (if different):**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

My signature below indicates authorization to make this commitment on behalf of my company:

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

Printed Name: \_\_\_\_\_

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