



*Benefiting N.C.  
Children's Hospital*





# SPONSORSHIP PROPOSAL

Liam Strong Charity Beach Run

March 18, 2017

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## SPONSOR CONTACT

Kimberly Batten  
910-297-2999  
kme256@aol.com

## EVENT CONTACT

Kimberly Batten  
910-297-2999  
kme256@aol.com

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## EVENT OVERVIEW

My husband and I wanted to create the inaugural Liam Strong Charity Beach Run to honor our son, Liam Fredric Batten, who we lost to brain cancer at 6 months. This race is to honor him and our hope is to give back to N.C. Children's Hospital and the people that provided our Liam with not only love but strength for our family. Liam touched more lives in his short time here than many of us ever will and we feel blessed that he made a lasting impression on so many. This race is one way we can carry on his legacy while he forever remains in our hearts.

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## PARTICIPANT DEMOGRAPHICS

The Average 5K Participant is:

- Female
- 35 – 45 years old
- Mean household income of \$70,000
- Mother
- Married
- Brings her children, husband, and girlfriends to the race



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## WHAT'S IN IT FOR ME?

By becoming a sponsor of the Liam Strong Charity Beach Run, you will receive many benefits. When your group helps produce an event such as this, not only is it engaging families, but is doing so while encouraging healthy lifestyles. Take a look:

- This is an event for every person. It has no age limit, or experience limit. We encourage participation from all socioeconomic backgrounds and lifestyles.

- It is **not** cost prohibitive. The value of a race, food, aesthetic experience, and participant awards all at a \$40 price point pulls in crowds and truly makes this an accessible event for a charitable cause.

- Monies raised from this event will be donated to UNC Children's to benefit childhood cancer and the greatest needs of the hospital.

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## COMMUNITY & CHARITABLE BENEFITS

Monies raised will be donated to UNC Children's and split between Pediatric Oncology and the Pediatric Intensive Care Unit.

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## VENUE INFORMATION

Race parking will be at The Surf Club on Wrightsville Beach and the race will start and finish on the beach in front of The Surf Club. The race course will be down the beach towards Shell Island Resort and back. After the race, there will be a short reception where light food will be served and drinks may be purchased. As a sponsor, you will receive free race entries and entry into the after race reception with food and free drink vouchers (number based on sponsorship level).



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## **SPONSORSHIP OPPORTUNITIES**

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### **TITLE SPONSOR - \$5,000**

#### *Signage at Event*

- Event banner at Start/Finish Line (provided by sponsor)
- Logo on participant shirt in prominent location

#### *Marketing/Publicity*

- Company's logo, name and branding to be included on all promotional material, electronic media, and announcements
- Logo on all marketing pieces – print, email and web
- Logo on race website
- Brochure, business card, or sample in all participant bags

#### *Race Day*

- VIP parking at Race
- 10 entries into race
- PA announcement at event
- Entry for 10 people to the after race reception at The Surf Club

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### **GOLD SPONSOR - \$2,500**

#### *Signage at Event*

- Event banner at halfway point (provided by sponsor)
- Logo on participant shirt

#### *Marketing/Publicity*

- Company's logo, name and branding to be included on all promotional material, electronic media, and announcements
- Logo on all marketing pieces – print, email, and web
- Logo on race website
- Brochure, business card, or sample in all participant bags



#### *Race Day*

- 5 entries to the race
- PA announcement at event
- Entry for 5 people to the after race reception at The Surf Club

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### **SILVER SPONSOR - \$1,000**

#### *Signage at Event*

- Logo on Participant Shirt

#### *Marketing/Publicity*

- Company's logo, name and branding to be included on all promotional material, electronic media, and announcements
- Logo on all marketing pieces – print, email and web
- Logo on Race website
- Brochure or business card in all participant bags

#### *Race Day:*

- 3 entries into race
- PA announcement at event
- Entry for 3 people to the after race reception at The Surf Club

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### **BRONZE SPONSOR - \$500**

#### *Signage at Event*

- Logo on Participant Shirt

#### *Marketing/Publicity*

- Logo on marketing pieces – print, email, and web
- Logo on race website

#### *Race Day:*

- 2 entries to the race
- PA announcement at race
- Entry for 2 people to the after race reception at The Surf Club



## SPONSORSHIP FORM

**Please fill out the following information:**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

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

**Phone Number:** \_\_\_\_\_

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

***I want to be a sponsor at the following level:***

\_\_\_\_\_ **Title \$5,000**      \_\_\_\_\_ **Gold \$2,500**      \_\_\_\_\_ **Silver \$1,000**      \_\_\_\_\_ **Bronze \$500**

\_\_\_\_\_  
**Signature of Donor**

\_\_\_\_\_  
**Date**

PLEASE NOTE: If you are making a donation through a donor-advised fund or foundation, you cannot accept amenities, and your gift is fully tax-deductible. According to IRS regulations, if you accept the offered benefits, the amount of your income tax charitable deduction is limited to your total contribution less the fair market value of the benefits. If you do not wish to receive the offered benefits, you must advise us no later than 10 days before the event date. If you have any questions, please call 919-966-7816. The Medical Foundation of N.C., Inc (dba UNC Children's) is a 501(c)3 organization with a tax ID of 566057494.

**Please check one:**

- ☐ I have enclosed a check made payable to **UNC Children's**
- ☐ Please call me to arrange pick-up or discuss further. Provide contact information below if different than above.
  - ☐ Name:
  - ☐ Contact number:
- ☐ I prefer that my gift remain anonymous.

Please mail, fax or scan this form to:

UNC Children's

Attn: Anna Lee Clark

88 Vilcom Circle, Suite L100

Chapel Hill, NC 27599

919-843-1930 Fax / 919-966-7228 Phone

anna\_lee@med.unc.edu

Tax I.D. 566057494



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**Signature of N.C. Children's Hospital employee accepting form**

\_\_\_\_\_  
**Date**