



CUPID'S CUP

5 K & 1 MILE WALK

FEBRUARY 15, 2020

Sponsorship Opportunities

Soul Mate (Presenting) Sponsor - **\$7,500**



Pre-Event Recognition and Exposure:

- ♥ Company logo and mention on television PSA aired by media sponsor NBC Charlotte
- ♥ Company name announced by iHeart radio station prior to event
- ♥ Company name and logo will be prominently featured in Cupid's Cup 5K and Fitness Walk brochures available online (logo must be received prior to December 1, 2019)
- ♥ Company logo featured in official event email sent to all participants, donors, and sponsors
- ♥ Company logo featured in emails from Charlotte Running Co. to runner database (approx. 36,000)
- ♥ Corporate name will appear in event listing promoting Cupid's Cup, featured on People Connect, the internal website accessed by all Atrium Health employees (60,000+)
- ♥ Company logo with link will be featured in a pre- and post-event website article on the Atrium Health Foundation website, atriumhealthfoundation.org
- ♥ Complimentary entry for up to 10 runners or walkers

Day-of Recognition and Exposure:

- ♥ Special recognition and mention at event award ceremony; company representative may participate in the ceremony
- ♥ Company logo will be featured as Presenting Sponsor on race-day event banner
- ♥ Premier logo placement on up to 1,500 race t-shirts
- ♥ Logo will be printed on up to 1,500 race bibs
- ♥ Opportunity to market special offers to race registrants and supporters at event

Post-Event Recognition and Exposure:

- ♥ Featured in Momentum, Atrium Health Foundation's quarterly publication distributed to more than 10,000 donors and community partners
- ♥ Opportunity to attend a special post-race event with the cardiac rehab "team" that raises the most money for the event; breakfast takes place approximately six weeks after the event

Heart and Soul Sponsor - \$5,000

All Sweetheart Sponsor benefits, plus your choice of one of the below sponsorships:

- ♥ Fitness Walk Sponsor: Company name and logo featured on all fitness walk signage with a special mention at fitness walk start line
- ♥ Race Bib Sponsor: Company name/logo featured on up to 1,500 race bibs
- ♥ Mile Marker/Factoid Sign Sponsor: Company name/logo printed on each mile marker
- ♥ Water Station Sponsor: Company name/logo prominently displayed on water station signage (optional – company may sponsor special water cups with company logo)

Additional Benefit:

- ♥ Complimentary entry for up to eight runners or walkers

Sweetheart Sponsor - \$2,500

All Bow and Arrow Benefits, plus:

- ♥ Company name listed on email blast to Cupid's Cup participants, sponsors, and donors
- ♥ Logo placement on race event banner
- ♥ Designated vendor table on race day
- ♥ Company name listed in Atrium Health Foundation publication, Momentum, distributed to over 10,000 donors and community partners

Additional Benefit:

- ♥ Complimentary entry for up to five runners or walkers

Bow and Arrow Sponsor - \$1,500

All Good Friend Benefits, plus:

- ♥ Company name listed in pre- and post-race articles on Atrium Health Foundation website, atriumhealthfoundation.org
- ♥ Sponsorship mention at awards ceremony
- ♥ Opportunity to place marketing materials at packet pick-up

Additional Benefit:

- ♥ Complimentary entry for up to two runners or walkers

Good Friend Sponsor - \$500



- ♥ Logo placement on up to 1,500 event t-shirts
- ♥ Company name listed on Cupid's Cup website (cupidscup5k.com)
- ♥ Company logo will be featured in Cupid's Cup 5K brochures available online (logo must be received prior to December 1, 2018)

Additional Benefit:

- ♥ Complimentary entry for one runner or walker

Continue to next page for sponsorship form and payment instructions.



Sponsorship Form:

(Please print)

Your name _____

Company _____

Address _____

City/State/Zip _____

Phone Number/Fax _____

How would you like your company name to appear in recognition materials? _____

Please send high resolution logo (.eps, .psd, or .jpg format) to Madeline.Yih@AtriumHealth.org.

Sponsorship Level _____

Check Enclosed for \$ _____

To pay by credit card:

Please call Atrium Health Foundation at (704) 355-4048.

Accepted credit cards include: VISA/MC, American Express, and Discover

Please make checks payable to Atrium Health Foundation

RETURN COMPLETED FORM AND SEND CHECKS TO:

Atrium Health Foundation
208 East Boulevard, Charlotte, NC 28203

Contributions are tax deductible to the extent allowed by the IRS. Carolinas HealthCare Foundation tax ID number is 56-6060481. Flexible payment schedules available for major sponsorship packages. For more information, please contact Madeline Yih at 704-355-5716 or MadelineYih@AtriumHealth.org

Thank you for your support.