



Corporate Sponsorship Proposal





August 2017

Dear Business Owner,

In 2010, the Avondale community pulled together and started the Avondale 5k Run & Walk to raise money for the Charles Webb Center. In the last seven years, over \$340,000 in funds for the Center has been raised thanks to the sponsors, participants, & volunteers of our race! We are now diligently striving to secure the corporate sponsorships to fund this year's race, and our executive committee is working to ensure that the A5k is successful for many years to come.

The A5k draws over 500 participants a year, with a large population coming from the neighborhoods in and around Avondale. The demographics vary wildly, covering a range of parents and children, young professionals, and families. It's a great, community event that starts and ends right in the heart of Avondale and is followed by a large after party that provides a lot of exposure for a business such as yours. Thanks to support from the Avondale Business Association and Triangle Char & Bar, all proceeds from the A5k benefit the Charles Webb Center.

The Charles Webb Center is a non-profit daycare for children ages six weeks to ten years-old who have developmental disabilities and special needs. They aid in each child's growth and development through educational programs that help develop each child's sense of self-esteem, language, and preschool skills. They focus on the individual strengths of each child to maximize his or her learning in all areas of development.

We would like to invite you to become a sponsor for this year's A5k. Please look over the attached sponsorship package to see how this can provide your business with great exposure through a myriad of avenues all while supporting a community event and helping out a lot of special kids. We also invite you to join us for the race on Saturday, October 14th at 8:00 am and encourage you to get your co-workers and employees involved!

Thank you for your consideration. The Charles Webb Center means a lot to me, and it means even more to the families who have children who have benefitted from its success.

Sincerely,

Sarah M Nielsen
Co-Chair, Avondale 5k Run & Walk 2017



The Charles Webb Center
995 Morrison Drive
Charleston, SC 29403

About the Center

The Charles Webb Center began in a church basement in downtown Charleston, SC in 1945. It was first known as the Charleston Chapter of the Crippled Children's Society. At that time, the Center was geared toward providing educational services for the orthopedically handicapped. In 1963, the Center expanded its focus, with the affiliation of Easter Seals, to include other physical and mental disabilities including visual, speech, hearing, and mental retardation, and an array of other medical involvement. In 1993, the Center became a program of the Disabilities Board of Charleston County. And in 2010, the Avondale community started the Avondale 5k Run & Walk to raise money for the Center to stay open.

What Sponsorship does for the Charles Webb Center

Sponsorships for the A5k cover a vast amount of services including covering operating costs, paying for on-site nursing services, providing food and school supplies, staffing the entire center, paying for transportation costs, and allowing for educational outings during the summer.

Sponsor a Child

The children who attend the center are very diverse. Conner has been at the Center for two years, and his parents feel that he's provided a level of support and care unlike no other day care. He is in wonderful hands and loves his time there. Kortez is almost four and loves riding anything with wheels! He wants to play the guitar when he's older. The Center provides the love and attention that encourages growth and acceptance of others. Elijah was diagnosed with down syndrome at birth. He loves to pull off his socks and be barefoot almost as much as he likes to dance to music. Julia's family feels that the Center offers a safe and fun place for her to learn and develop independence. Her favorite activity is playing house and cooking in the kitchen – she has learned so much! These children are energetic, caring, independent, social, and eager to learn.



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\$10,000 Title Sponsorship **Title Sponsor Benefits**

As our title sponsor for the Avondale 5k Run & Walk, you will enjoy considerable opportunities for exposure throughout the Lowcountry.

Thank you for your thoughtful consideration.

- Presentation of awards by company representative at the end of the race
- Company name and logo on all race bibs
- Ten complimentary race applications and ten after race party tickets
- Logo recognition on the Avondale 5k's website
- Company provided banner will be displayed at the awards stage
- Company logo printed prominently on the back of the t-shirt that every participant receives
- Company booth at the post race party
- Mention of company sponsorship in all press releases, print, radio, and television media, as available
- Mention of company sponsorship in all pre-race announcements
- Mention of company sponsorship during our event at the Riverdogs game
- Verbal recognition at media events, public presentations, and fundraisers
- Prominent logo recognition on all printed race materials including letters to the neighborhood, race applications, and posters



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\$7500 Diamond Sponsor Diamond Sponsor Benefits

As our diamond sponsor for the Avondale 5k Run & Walk, your company will enjoy considerable opportunities for exposure throughout the Lowcountry.

Thank you for your thoughtful consideration!

- Eight complimentary race applications and eight after race party tickets
- Company booth at the post race party
- Logo recognition on the Avondale 5k website
- Company logo printed prominently on thank you banner displayed at race-end awards stage
- Company logo printed prominently on the back of the t-shirt that every participant receives
- Mention of company sponsorship in all press releases, print, radio, and television media, as available
- Mention of company sponsorship in pre-race announcements
- Mention of company sponsorship during our event at the Riverdogs game
- Verbal recognition at media events, public presentations, and fundraisers
- Prominent logo recognition on all printed race materials including letters to the neighborhood, race applications, and posters

What this Sponsorship does for the Charles Webb Center:

- Covers total operating costs for one week
- Pays for RN on site for one week
- Feed the children for one week
- Provides school supplies for one week
- Provides staffing the entire center for one week



The Charles Webb Center
995 Morrison Drive
Charleston, SC 29403

\$5000 Platinum Sponsor Platinum Sponsor Benefits

As a platinum sponsor for the Avondale 5k Run & Walk, your company will enjoy considerable opportunities for exposure throughout the Lowcountry.

Thank you for your thoughtful consideration!

- Six complimentary race applications and six after race party tickets
- Logo recognition on the Avondale 5k website
- Company logo printed on thank you banner displayed at race-end awards stage
- Company logo printed on the back of the t-shirt that every participant receives
- Mention of company sponsorship in all press releases, print, radio, and television media, as available
- Mention of company sponsorship in all pre-race announcements
- Mention of company sponsorship during our event at the Riverdogs game
- Verbal recognition at media events, public presentations, and fundraisers
- Prominent logo recognition on all printed race materials including letters to the neighborhood, race applications, and posters

What this Sponsorship does for the Charles Webb Center:

- Pays for RN on site for one week
- Feed the children for one week
- Provides staffing the entire center for one week
- Pays for transportation costs for one week
- Covers five educational outings for the children during the summer



The Charles Webb Center

\$2500 Gold Sponsor Gold Sponsor Benefits

As a gold sponsor for the Avondale 5k Run & Walk, your company will enjoy considerable opportunities for exposure throughout the Lowcountry.

Thank you for your thoughtful consideration!

- Five complimentary race applications and five after race party tickets
- Logo recognition on the Avondale 5k website
- Company logo printed on thank you banner displayed at race-end awards stage
- Company logo printed on the back of the t-shirt that every participant receives
- Mention of company sponsorship in all pre-race announcements
- Mention of company sponsorship during our event at the Riverdogs game
- Logo recognition on all printed race materials including letters to each neighbor, race applications, and posters

What this Sponsorship does for the Charles Webb Center:

- Pays for transportation costs for one week
- Feed the children for one week
- Provide school supplies for one week
- Covers an education outing during the summer



The Charles Webb Center
995 Morrison Drive
Charleston, SC 29403

\$1000 Silver Sponsor Silver Sponsor Benefits

As a silver sponsor for the Avondale 5k Run & Walk, your company will enjoy considerable opportunities for exposure throughout the Lowcountry.

Thank you for your thoughtful consideration!

- Four complimentary race applications and four after race party tickets
- Logo recognition on the Avondale 5k website
- Company logo printed on thank you banner displayed at race-end awards stage
- Mention of company sponsorship in all pre-race announcements
- Logo recognition on all printed race materials including letters to each neighbor, race applications, and posters

What this Sponsorship does for the Charles Webb Center:

- Feed the children for one week
- Provides transportation costs for one week
- Covers three education outings for the children during the summer



The Charles Webb Center
995 Morrison Drive
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\$500 Bronze Sponsor Bronze Sponsor Benefits

As a bronze sponsor for the Avondale 5k Run & Walk, your company will enjoy considerable opportunities for exposure throughout the Lowcountry.

Thank you for your thoughtful consideration!

- Two complimentary race applications and four after race party tickets
- Logo recognition on the Avondale 5k website
- Company logo printed on thank you banner displayed at race-end awards stage
- Mention of company sponsorship in all pre-race announcements

What this Sponsorship does for the Charles Webb Center:

- Feed the children for one week
- Covers two education outings during the summer



Sponsorship Contract for the 2017 Avondale 5k Run & Walk

Date: _____

This contract is between the Charles Webb Center and your company for sponsorship concerning the 2017 Avondale 5k Run & Walk to be held on Saturday, October 14, 2017 in Charleston, SC.

The Avondale 5k agrees to provide all of the services outlined in the title sponsorship level.

Any other terms agreed upon? _____

The name of the title sponsor will be listed as: _____

Title sponsor will pay the A5k the sum of: _____

This sum is due and payable within 30 days of this contract or by agreed upon date: _____

If sponsor is also donating product, the delivery date will be October 13, 2017.

Contact name: _____

Email: _____

Phone: _____

Address: _____

Date: _____

Signature: _____

Please make all checks payable to: The Charles Webb Center, 995 Morrison Drive, Charleston, SC 29403