

# 21st Annual Run the River Sponsorship Packet

5K, 10K, & Kid's Fun Run



April 6, 2024

**HomeStretch**<sup>™</sup>  
temporary housing • permanent solutions

# Meet Us

Since 1993, HomeStretch has been guiding working homeless families toward increased self-reliance and stability. We provide supportive housing and programs that equip working families to regain and sustain permanent housing.

MISSION: HomeStretch guides working homeless families toward permanent housing and lasting stability.

## Our Team



**Cheryl Carter**  
Executive Director



**Cristina Patten**  
Development Manager



**Kristen Wells**  
Development & Marketing  
Coordinator

Race Management Company: Junction 311

Jason Stine

Elizabeth Greer



# Sponsorship Levels



## Bronze Sponsorship

- Acknowledgement from the main stage
- Media & information table
- Marketing materials & items added to runner's bags

*\$1,000*

## Silver Sponsorship

All of the above, plus:

- Sponsor logo included on all pre-event marketing if secured before printing
- Sponsorship and company promotion displayed on HomeStretch social media platforms
- Sponsor logo displayed on banner at the finish line area
- Recognition at awards ceremony
- Sponsor logo on official race t-shirt, race website
- 4 complimentary race registrations; food and beverages for 4 runners

*\$2,500*

## Gold Sponsorship

All of the above, plus:

- Set up one exhibit tent with promotional items at the post-race area
- Recognition in HomeStretch marketing materials, social media post, website listing, annual report, and event signage
- Two signs on the racecourse
- A total of 6 complimentary race registrations; food and beverage for a total of 6 runners

*\$5,000*

# Sponsorship Levels



## Platinum Sponsorship

All of the above, plus:

- Sponsor logo featured on starting line banner
- A total three signs on racecourse
- Set up of a total of 2 tents at finish line area
- A total of 10 complimentary registrations; food and beverage for a total of 10 runners

*\$10,000*

## Title Sponsorship

All of the above, plus:

- Race named after sponsor
- Sponsor recognition at awards ceremony and presentation of plaque
- Sponsor logo displayed on the race signup site and other internet race sites
- Sponsor logo displayed on banner at start line and finish line area
- Set up a total of 4 exhibit tents with promotional items at the finish line area
- Logo advertised at Big Peach retail store
- Provide promotional materials for distribution at the event
- Total of 15 complimentary registrations; food and beverages for 15 people
- total of 20 complimentary registrations; food and beverage for a total of 20 runners
- Billboard signage

*\$25,000*

# 21st RUN THE RIVER SPONSORSHIP FORM

Sponsor Information (items with an \* are required)



- Company name (if applicable): \_\_\_\_\_
- Contact name\*: \_\_\_\_\_
- Phone number\*: \_\_\_\_\_
- Email address\*: \_\_\_\_\_
- Street Address 1\*: \_\_\_\_\_
- Street Address 2: \_\_\_\_\_
- City\*: \_\_\_\_\_ Zip\*: \_\_\_\_\_ State\*: \_\_\_\_\_

Please provide logo files and materials to Cristina Patten and Kristen Wells (logo, bag prizes etc.) Please note: logo files must be high resolution. The deadline for logo and marketing materials is March 23, 2024

- Sponsorship level: \_\_\_\_\_
- Amount due: \_\_\_\_\_
- Amount of check enclosed: \_\_\_\_\_
- Credit card #: \_\_\_\_\_
- Expiration date: \_\_\_\_\_ MM/YY: \_\_\_\_\_ CCV: \_\_\_\_\_
- Name on card: \_\_\_\_\_



# Thank You

We are grateful for your support in our mission to make a difference in the lives of those we serve. Thanks again for being a part of our community!

## Contact Us

Have questions or prefer to contact us and discuss sponsorship opportunities?

[cpatten@homestretch.org](mailto:cpatten@homestretch.org)

[kwells@homestretch.org](mailto:kwells@homestretch.org)

P: 770-642-9185

[www.homestretch.org](http://www.homestretch.org)

89 Grove Way, Roswell, GA 30075.

501 (C) 3 non-profit: 58-2051038

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