

LOVE
like JJ

Sponsorship Information



Event: LOVE like JJ 5k 2023

Date: June 10, 2023

Introduction

Going on its 3rd year, the LOVE like JJ 5k is quickly becoming one of the most exciting events in the Mason area, attracting over 650 participants from the Greater Cincinnati area! Participants come together for an inspirational morning of running or walking towards making a positive impact on the community.

LovelylikeJJ is a 501(c)3 non-profit organization that believes the best investment we can make is in our children, ensuring they have fulfilled basic needs and the opportunity to succeed. Engaging and partnering with the local community to provide practical support that brings lasting improvements to children's lives, is the cornerstone of how LOVElikeJJ accomplishes its mission.

Schedule: Race day is Saturday, June 10, 2023

7:30 am: Check in opens

8:20 am: Line up and announcements

8:30 am: 5k begins

9:45 Winners announced

Location: Corwin Nixon Park Mason, OH
This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider being a valued sponsor of the LOVE like JJ 5k 2023. If you have any questions, or would like additional information, please feel free to contact us.



Sincerely,
LOVE like JJ
(513) 503-04005
5kinfo@lovelikejj.org



Sponsorship Benefits

The LOVE like JJ 5k offers a unique opportunity to grow your business with exposure through the event and face to face engagement with the community. The partnership with an award winning non-profit and popular community event, while making a positive difference in the lives of children in need, is a win for everyone!

The LOVE like JJ 5k attracts a variety of participants from casual to athletic runners, living in Mason and the surrounding Northern Cincinnati communities. By becoming a sponsor, your business, products and brand will have a strong presence at event, providing a direct connection with participants while also supporting LOVE like JJ to make a difference.

Target Audience

- Local and regional Northern Cincinnati residents
- Average age is 37
- 41% male/59% Female
- Active and Healthy Lifestyle
- Successful careers, business owners and home owners
- Actively engaged within the community



Benefits Can Include

- Brand or product promotion
- Logo and link placement on event website, email campaigns, and social media channels
- Participant bag inclusion of promotional material and/or inserts
- Company Name or logo on event t-shirts and signage
- Space for booth at event
- Exposure to local and regional participants and volunteers
- Announcement prior to event and/or promotion in our thank you recognition letter
- Complimentary Entry(s)



Free Event Photos

The real marketing advantage comes from the free event photos. There will be photographers throughout the event taking photos of participants, including at the step and repeat. These photos are very popular as participants share on their social media, therefore increasing recognition of your brand even further. Sponsors may use event photos in their marketing to showcase their engagement in the community and making a difference



Sponsorship Options

Red Level Sponsor- \$250

- Logo Displayed on our event website
- Social media advertising with link to sponsor website
- 1 - Complimentary Entry for event which includes event t-shirt and participant bag



Orange Level Sponsor- \$500

- Includes Red level benefits, plus
- Business Name on event t-shirt
- Thank you in our sponsor recognition letter sent out to all participants after event day

Yellow Level Sponsor- \$750

- Includes Orange Level Benefits, plus
- Opportunity to display your company logo on route signage



Green Level Sponsor-\$1000

- Includes Yellow level benefits, plus
- Logo on t-shirt in lieu of business name
- Option to include business advertising item of choice in participant bags
- Event day table/booth with option to provide food, water or activity table
- Event day soft sided cooler containing snacks and refreshments
- Recognition at kick off
- 4 - Complimentary entries, in lieu of 1, for event which include event t-shirt and participant bag



Sponsorship Options

Purple Level Sponsor- \$1500

- All benefits of Green level sponsor, plus
- Logo on official 5k banner and flag which will be at both packet pick up and event day
- 6 - Complimentary entries, in lieu of 4, for event which include event t-shirt and participant bag



Blue Level Sponsor- \$3000, 4 available

- All benefits of Blue level sponsor, plus
- Logo on Step and Repeat which will be at both packet pick up and event day
- 8 - Complimentary entries, in lieu of 6, for event which include event t-shirt and participant bag



In Kind Donation Sponsor

Provide Event with products, prizes and/or services valued at \$250 or greater that is usable at the event in exchange for sponsor support you will have a presence at the event

- Bottled water
- Energy bars
- Refueling food (fruit, veggie, bagels, etc)
- Photography/videography services
- Pre race warm up
- Volunteer personnel
- Prize merchandise, services and/or goodies for top finishers



You Will Receive:

- Acknowledgement of your support online and at the event
- Logo/link on website, emails and social media channels

Note: Sponsors are responsible for bringing their own items to the event.
LOVE like JJ will supply tent and/or table if requested

Prizes

Runner Prizes

At our 5k, in addition to giving all the runners a finisher medal, we honor the top finishers with a special prize. This year, we would like to include a Top Finisher Bag that contains items from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome tokens from your business. It can be general swag, official merchandise, products, gift certificates or services. We encourage all sponsors to provide a little something extra for the Top Finishers to help make it a more memorable race experience!



LOVE like JJ 5k has 7 Age Categories for Top Male and Female.

- 12 and Under
- 13-19
- 20-29
- 30-30
- 40-59
- 50-59
- 60 and over

Total Prize Count: 14

Next Steps

Ready to be a part of an amazing experience at the LOVE like JJ 5k? We welcome your support and have make it easy to enroll in the sponsorship program. Simply follow the Google Form below and complete the online form. We will then be in touch with you regarding next steps.

<https://forms.gle/1y33HKCHW93A9um86>

Sponsorship Deadline is April 30th

Thank you for supporting LOVE like JJ and the LOVE like JJ 5k. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants and for the community.

Got questions? For questions or additional details, email

5kinfo@lovelikejj.org



Sponsorship Support

Our mission cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone to supporting events, like the 5k.

Creating Great Experiences

We take great pride in creating the best possible race experience for everyone that engages with the event.

Whether as a runner, walker, spectator or volunteer, we want everyone to always have a great experience. From the first point of engagement through our website or social media platform, to packet pick up, running/walking the course, stopping at an event booth, participating in games, to crossing the finish line and receiving their medal -every touch point is carefully thought out to ensure it is a positive experience that enhances the overall event.

Our goal is to have participants walk away saying:

"That was one of the best, most amazing events I've been to! I can't wait to participate again next year!"



Sponsorship Funds

What happens to the funds provided by sponsors? A portion of the funds will go to covering the cost of the specific items noted in the sponsorship information, including t-shirts, medals, bibs, station supplies, race logistics and resources, and signage along with a portion of proceeds going to LOVE like JJ and the recipient of donations from the 5k.

Resources and Expenses

The organization of the 5k has many moving pieces - the culmination of months of effort, planning and work leading to a memorable and impactful event. Starting with a small, dedicated team in the months leading up to the event, followed by a growing team of volunteers, leading into the final days and the actual event.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner t-shirts
- Bibs
- Top awards
- Certificates
- Station materials and supplies
- Event signage
- Start/Finish Line supplies
- Timing System
- Timing Service
- Event Insurance
- Course Signs
- Equipment Rentals
- Waste Service
- Location Rental
- Website development and hosting
- 3rd party services
- marketing and advertising

