

# SPONSORSHIP OPPORTUNITIES

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In support of

**JOHNS HOPKINS**  
CHILDREN'S CENTER

**HOMEWOOD HOLIDAY 5K**  
**SUNDAY, DECEMBER 10, 2023**  
**JOHNS HOPKINS UNIVERSITY**



# 2023 SPONSORSHIP PACKET



Homewood Holiday 5K

Sunday, December 10, 2023

Johns Hopkins University - Homewood Campus

[WWW.HOMEWOOD5K.COM](http://WWW.HOMEWOOD5K.COM)

[COACHVANALLEN@GMAIL.COM](mailto:COACHVANALLEN@GMAIL.COM)

Dear Potential Homewood Holiday 5k Sponsor,

My name is Bobby Van Allen and I am the director of the Homewood Holiday 5k. This year's race date is **Sunday, December 10th, 2023** and we have several sponsorship opportunities. The race winds through the beautiful Homewood campus of Johns Hopkins University and attracts both students and individuals throughout the Baltimore metropolitan area. The race, which began in 2018, **supports the Johns Hopkins Children Center**, a wonderful organization that works to provide necessary supplies for families in the Neonatal Intensive Care Unit (NICU).

The post-race party will consist of **food, beer, costume contests, and Santa** all taking place in the Stromberg Baseball Stadium at Johns Hopkins.

We are looking for several tiers of sponsors that are outlined below. Contributions can include sponsorship through monetary gifts or in-kind donations such as gift certificates, prizes, or food. **Any and all contributions are much appreciated.** These donations help us put on a great road race and post-race party and attract more race participants in subsequent years.

This packet contains **sponsorship opportunities for 2023**. There are various sponsorship levels, and all contributions over \$500 ensure that your business's name will appear on the website, results page, and signage at race registration, the course itself, and the post-race party.

If you are interested in making a donation or would like more information, please email me at [coachvanallen@gmail.com](mailto:coachvanallen@gmail.com). Or, you can call me directly at **443-253-2350**.

**Thank you** very much for your time and consideration. We look forward to hearing from you!

**SINCERELY,**

Bobby Van Allen

Race Director / Homewood Holiday 5K



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# **TITLE SPONSOR (\$5000)**

Start and finish line signage  
Banner (provided by company)  
Company logo on race registration form  
Company logo on event collateral  
Company logo and link on website  
Company logo on all race mugs  
Dedicated social media posts  
6 comped race entries

## **GOLD SPONSOR (\$2500) SHIRT SPONSOR**

Large company logo on shirt  
Company logo on event collateral  
Company logo on website  
6 comped race entries  
Race bags

## **GOLD SPONSOR (\$1500) AWARDS SPONSOR**

Awards area signage  
Banner (provided by company)  
Company logo on event collateral  
Company logo on website  
6 comped race entries



# SILVER SPONSOR (\$1500)

## POST-RACE FUEL SPONSOR

"Company Name" fuel station  
Fuel station signage  
Company logo on event collateral  
Company logo on website

# BRONZE SPONSOR (\$500)

Company logo on event collateral (draw string bags)  
Company logo on website

# IN-KIND SPONSOR

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition. If you are interested in adding in-kind value to your cash sponsorship, or providing a full in-kind sponsorship, please contact Bobby Van Allen at [coachvanallen@gmail.com](mailto:coachvanallen@gmail.com).

Some in-kind items received in the past include:  
water/sports drinks, bagels, bananas, gift cards, goody bags, prizes.



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	Title	Gold Awards	Gold Shirt	Silver	Bronze
	Start and finish line signage				
	Awards area signage				
	Fuel station signage				
	Banner (provided by company)				
	Company logo on race registration form				
	Company logo on event collateral				
	Company logo and link on website				
	Company logo on website				
	Company logo on all race mugs				
	"Company Name" fuel station				
	Large company logo on shirt				
	Dedicated social media posts				
	6 comped race entries				
	4 comped race entries				



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