



## Sponsorship Opportunities

May 22<sup>nd</sup>, 2010 at 8:30 AM

[www.bayhead5k.com](http://www.bayhead5k.com)

### About the Race:

- + Over 1,000 runners will gather at the Bay Head Firehouse Bridge Avenue where the run will begin
- + The Memory Run is organized by The Kate Shea Foundation with support from the town of Bay Head and local businesses
- + A local marketing drive will begin in early April with posters, mailings, and race forms distributed throughout the entire Jersey Shore community
- + Run is certified and sanctioned by the **USA Track & Field Association as a Grand Prix Event!**

### Previous Runs:

- +Over **4,200** runners/walkers participated in the Bay Head 5K Memory Run in the past 6 yrs
- +Over **\$80,000** was raised from the event and donations to help fight Leukemia

### Previous Sponsors:

- + Cit Group, Pine Belt, Chevrolet, ESPN Radio, On The Water Front Inc, Glaceau
- Vitamin Water, The Dancer Farm Bed and Breakfast Inn

### A Bay Head 5K partnership experience can

- +Show support to the Jersey Shore and overall Tri-state area
  - +Provide good will to the thousands of people positively affected by Kate Shea
- +Extend local exposure, reach, and visibility within the community
  - +Feature their logo on web site [www.bayhead5K.com](http://www.bayhead5K.com) and on all race signage and collateral
  - +Expose their brand to highly desirable demographic segments within the affluent Jersey Shore footprint
  - +Create year round charitable incentive for employees to participate in a sponsored family event

Title Sponsor (1): \$10,000

- + Logo inclusion on all signage, literature and web site as the title sponsor
- + Logo inclusion in all press related activities
- + Logo on front of T Shirt placement as the only presenter

Signature Sponsors (3): \$5,000

- + Bay Head 5K sponsored by **Your company,**
- + Logo inclusion on all signage, literature and web site
- + Logo inclusion on rear of T Shirt as a signature sponsor

Official Sponsors: \$2,000

- + Logo inclusion on posters and web site
- + Logo inclusion on rear of T Shirt as an official sponsor

Community Supporters (Individual or Corporate): \$500

- +Company name or family name (No logos) on: T-Shirts and Posters

Friends of the Kate Shea Foundation: \$250

- + Name and acknowledgement of support on Bay Head 5K website, race bag and Facebook page.

Proceeds from the Bay Head 5K will go to the Kate Shea foundation for Leukemia research.

Kate passed away from Leukemia at a young age of 25 years. The Bay Head 5K Memory Run was founded by loving friends and family of Kate Shea in order to give back to the community she called home most summers of her short but fulfilling life. Kate was an inspiration to us all in the way she lived her life in an accepting and open-minded way.

**KateShea**  
FOUNDATION