

W.A.G.S. WONDER RUN 5K



The Virtual Wonder Run 5K!
Presented by FirstEnergy & The Illuminating Co.
August 7, 2021

www.wags4kids.org/wonder-run-5k



On behalf of Working Animals Giving Service for Kids, we invite you to join other local businesses in partnership of The Wonder Run 5K. Your contribution will not only affect those who take part that day, but will make a direct impact on the W.A.G.S. 4 Kids programs providing service dogs to & empowering children with special needs throughout Northeast Ohio. Partner with an organization and event that reflects your company's values & vision to tell this region in which we live, work and play who you are and what you stand for. Your gift today will change a life.

Benefits for W.A.G.S. 4K Sponsors:

- ★ High Visibility & Exclusivity
- ★ Audience of 250 Racers Anticipated
- ★ Media Coverage
- ★ Strong Consumer Audience
- ★ Product Sampling/Sale Opportunities to a Targeted Audience
- ★ Build Consumer Brand Loyalty
- ★ Community Relations
- ★ Employee Awareness, Team Building & Motivation
- ★ Partner with an Event that Reflects Your Company's Values & Vision
- ★ Give Back To The Community
- ★ Change The Lives of Kids

Planned Advertising Campaign:

- ★ 10k Social Media Impressions, 5,000 total flyers and posters to a targeted audience in the Greater Cleveland area.
- ★ 2 e-blasts to Cle Scene Magazine subscribers + regular inclusion in W.A.G.S. Newsletter + 2 Dedicated W.A.G.S. E-blasts
- ★ Weekly Ads in Local Newsletters, Print and Digital Ads in Cle Scene Magazine (Approx. 250k+ Impressions)
- ★ PSA's to air on ESPN Cleveland & iHeart Media Radio Stations
- ★ Poster Boards sponsored by Lamar Advertising strategically positioned across Greater Cleveland. (100k+ Impressions)
- ★ Inclusion in Race Day T-Shirt (deadline for commitment will be related to race date, announced on date determined)

W.A.G.S. 4 Kids, 112 East Center Street, Berea, OH 44017
Sponsor/Vendor Opportunities: Sera Nelson – Executive Director
Tel: 216.586.5853, ext. 2 or E-Mail: sera@wags4kids.com



The Wonder Run 5K
to help empower Cleveland's Special Needs Children through the partnership of a Service Dog
Sponsorship Opportunities {Continued}

Event Sponsor Start/Finish Sponsorship: \$5,000 (1 Available)

- ★ Recognition as Event Sponsor:
 - Company Logo on Finisher's Certificate
 - Company Logo on Bib (highest visibility)
- ★ Company logo on all printed and website marketing materials – featured as Starting Line Sponsorship
 - Race Posters
 - Race Website/Social Media (RunSignUp.com, Facebook, IG, Twitter)
- ★ Title Name and Largest company logo on Race shirts (“Company Name’s Wonder Run 5K”)
- ★ Only logo on Awards for Overall Male & Female winner, Largest for 1st, 2nd & 3rd place in Male and Female in each age group)(**COVID Pending)
- ★ Announcer recognition at start, finish lines / post-race celebration & throughout event
- ★ Social media acknowledgment of sponsorship at the awards presentation
- ★ On-Site presence on race day(**COVID Pending)
- ★ Goodie Bag: Swag provided by company, placed in goodie bags
- ★ 10 entries for race

Premier Sponsor Check-In and Registration Table Sponsorship: \$2,500 (2 Available)

- ★ Recognition as Event Sponsor:
 - Company Logo on Finisher's Certificate
 - Company Logo on Bib (highest visibility)
- ★ Company logo on all printed and website marketing materials – featured as Starting Line Sponsorship
 - Race Posters
 - Race Website/Social Media (RunSignUp.com, Facebook, IG, Twitter)
- ★ Large company logo on Race shirts
- ★ Logo on Awards for 1st, 2nd & 3rd place in Male and Female in each age group (**COVID Pending)
- ★ Announcer recognition at start, finish lines / post-race celebration & throughout event
- ★ Social media acknowledgment of sponsorship at the awards presentation (**COVID Pending)
- ★ On-Site presence on race day (**COVID Pending)
- ★ Goodie Bag: Swag provided by company, placed in goodie bags
- ★ 8 entries for race

Platinum Sponsor: \$1,000 Exclusive 5K Milestone Sponsor (4 Available)

- ★ Recognition as Platinum Sponsor:
 - One Spotlight social media post. Minimum two posts as a tagged or featured sponsor.
- ★ Company logo on all printed and website marketing materials – featured as platinum sponsor
 - Race Posters

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Sponsorship Opportunities {Continued}

- Race Website/Social Media (Facebook, IG, Twitter) posts
- ★ Company logo on Race shirts (*Available Through 6/29*)
- ★ On-Site presence on race day
- ★ Goodie Bag: Swag provided by company, placed in goodie bags
- ★ 6 entries for race

Gold Sponsor: \$750

- ★ *First 3 sponsors at this level get water stop sponsorship: Company name, logo and website on water stop tables*
- ★ Recognition as Gold Sponsor:
 - One Spotlight social media post. Minimum one post as a tagged or featured sponsor.
- ★ Company logo on printed and website marketing materials – featured as gold sponsor
 - Race day packages
 - Race Website/Social Media (Facebook, IG, Twitter) posts
- ★ Company logo on race shirts (*Available Through 7/10*)
- ★ Banner to be provided by organization to be displayed prominently. (**COVID Pending)
- ★ Goodie Bag: Swag provided by company, placed in goodie bags
- ★ 4 entries for race

Silver Sponsor: \$500

- ★ Recognition as Silver Sponsor:
 - One Spotlight social media post.
- ★ Company logo on printed and website marketing materials – featured as silver sponsor
 - Race day packages
 - Race Website
- ★ Company recognition on Race shirts (*Available Through 6/29*)
- ★ Promotional materials to be available at registration/check-in (Brochures, etc.)
- ★ Goodie Bag: Swag provided by company, placed in goodie bags
- ★ 2 entries for race

Other Opportunities (A La Carte):

- ★ \$75- Logo on Event T-shirt
- ★ \$75- Acknowledgement on Event Website
- ★ \$75 - Goodie Bag - have promotional items, offers or upcoming events of your own you would like to include in our SWAG? Let's talk - 216-586-5853 x 2 or sera@wags4kids.com

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Sponsorship Opportunities {Continued}

Select A Sponsor Level

We have chosen sponsorship level:

- _____ \$5,000 Starting Line/Finishing Line Sponsorship
- _____ \$2,500 Premier Sponsor
- _____ \$1,000 Platinum Sponsor
- _____ \$750 Gold Sponsor
- _____ \$500 Silver Sponsor

Other Opportunities (A La Carte):

- _____ \$75 Logo On 5k T-Shirt
- _____ \$75 Goodie Bag: 250 Pieces provided by company for goodie bags
- _____ \$100 Exhibitor
- _____ Not able to sponsor, but wish to donate: \$ _____

Company Name (As you wish it to appear on all printed materials):

Contact Person/ Title: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-Mail: _____

Payment Options

Option 1 - Enclosed, please find a check in the amount of \$ _____ [payable to W.A.G.S. 4 Kids]

Option 2 - Please bill me in the amount of: \$ _____

Option 3 - Charge my MasterCard or Visa in the amount of \$ _____ [circle card type]

Card Number: _____ Expiration: _____ SVC: _____

Print Name as it appears on the card: _____

Authorized Signature: _____

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