



## Sponsor Commitment Form

Name of Company: \_\_\_\_\_  
 Contact name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Marketing/Logo/Artwork Contact

(Art must be .jpg format)

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Company logos can be emailed to the Race Director at [sconnell6@jhmi.edu](mailto:sconnell6@jhmi.edu)

### All sponsors receive:

- Featured logo on Fiesta 5K Web site ([www.fiesta5k.org](http://www.fiesta5k.org)) with direct link to your company's Web site
- Recognition on Packard Center social media pages
- Logo placement (ranked by level) on race day t-shirts and event programs, 15,000 Fiesta 5K postcards mailed to area runners, and on race mascot "Pepper Pete"
- Recognition in monthly ALS Alert Newsletter (from February-June 2013) with a distribution of 7,000

### In-Kind Sponsorship

Opportunities can include, but are not limited to the following:

- Print sponsor
- Water stop sponsor
- Post-race food sponsor
- Goody bags with company logo
- Giveaways for goody bags or for runners

### In-Kind sponsors will receive:

- Name association in 3,000 event programs
- Recognition in monthly ALS Alert Newsletter (from February-June 2013) with a distribution of 7,000



**Saturday, May 4, 2013**

**8:00 a.m.**

**Power Plant LIVE!**

**34 Market Street**

**Baltimore, MD**



The Robert Packard Center for ALS Research at Johns Hopkins is an international scientific collaboration working aggressively to develop new treatments and a cure for ALS. The Center is the only institution of its kind dedicated solely to the disease. Its research is designed to translate from the laboratory bench to the clinic in record time. The Center does not receive federal funding, and is fully dependent on private philanthropy to fund cutting-edge researchers worldwide.

**About ALS:** ALS is a progressive neuromuscular disease characterized by a degeneration of motor nerves cells in the brain and spinal cord, causing muscle weakness and failure and eventually leading to paralysis and death. It is always fatal. The average life expectancy is two to five years from diagnosis, and the average age of onset is 55. Every 90 minutes someone in this country is diagnosed with ALS.

**Sponsorships:** Showcase your business and community involvement by participating in this exciting event. Sponsorship opportunities range from \$25,000 to \$1,000. Significant visibility and benefits are provided to sponsors of the 7th Annual Fiesta 5K:

Total 2012 Fiesta 5K Media Impressions: 579,327 plus  
Total 2012 Fiesta 5K Publicity Value: \$271,124.89 plus

**Presenting Sponsor: \$25,000 – ONLY ONE AVAILABLE!**

- Naming rights - "The [Your Company's Name] Fiesta 5K"
- Top logo position on all print and electronic collateral
- Top logo position on all 5K race t-shirts
- Company banners prominently displayed on race day
- Participation and recognition in Fiesta 5K Award Ceremony
- Significant exposure within the Johns Hopkins community
- Press release and feature article in monthly ALS Alert Newsletter
- (10) Complimentary t-shirts and race entries
- One race day display table

**Platinum Sponsor: \$10,000**

- Company banners displayed on race day
- Top logo position on all 5K race t-shirts
- (6) Complimentary t-shirts and race entries
- One race day display table

**Gold Sponsor: \$5,000**

- Recognition on race day banners
- Logo on all 5K race t-shirts
- One race day display table
- (4) Complimentary t-shirts and race entries

**Silver Sponsor: \$2,500**

- Company name listed on 5K race t-shirts
- (2) Complimentary t-shirts and race entries

**Bronze Sponsor: \$1,000**

- (1) Complimentary t-shirts and race entries

See back for additional benefits for all sponsors.

Please contact me about volunteer opportunities!

Yes  No

**Kirsten Heck**

kheck@jhmi.edu | 410.516.6731 | www.fiesta5k.org

Please return completed forms with payment to:

**Robert Packard Center for ALS Research**

ATTN: Fiesta 5K

100 North Charles Street, Suite 435, Baltimore, MD 21201

**Sponsor Level**

- Presenting \$25,000
- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- In-kind (list product)

