


EVENT SPONSORSHIP



MAY 5, 2018 | COWETA COUNTY FAIRGROUNDS | NEWNAN, GA



WWW.RACEFORTHEORPHANS.ORG

Three young boys are standing outdoors, smiling at the camera. They are all wearing red t-shirts with the text "RACE FOR THE 2017 ORPHANS" and "RoadID.com" printed on them. Each boy is also wearing a medal around his neck. The boy on the left has dark, curly hair and is wearing black shorts. The boy in the middle has light brown hair and is wearing black shorts. The boy on the right has dark hair and is wearing blue shorts. In the background, there is a building with a large archway and some colorful flags hanging from a pole. The text "White Oak Pediatric Dentistry has been involved with this event for two years. Beyond supporting a great cause, what keeps us coming back is the genuine passion of the RACE organizers and participants. RACE for the Orphans is an event where real people get to contribute to make a real difference!" is overlaid on the image in white font.

“White Oak Pediatric Dentistry has been involved with this event for two years. Beyond supporting a great cause, what keeps us coming back is the genuine passion of the RACE organizers and participants. RACE for the Orphans is an event where real people get to contribute to make a real difference!”

- Dr. Ben Popple,
White Oak Pediatric Dentistry

WHAT IS THE RACE?

“I will not leave you as orphans;
I will come to you.”

John 14:18

MISSION

The ongoing mission of RACE for the Orphans, Inc. is **R**aising **A**wareness, **C**ompassion, and **E**ducation about the needs of orphans around the world.

BACKGROUND

The RACE is an annual fundraiser to help local families who have a heart to adopt and love orphans. The RACE atmosphere provides an exciting and family-friendly time of healthy competition. More importantly, though, the adoption momentum grows when a community comes together for the united objective of helping to reduce the world's 150+ million orphan population...even if by just one child at a time.

SUPPORTING FAMILIES

Each year the momentum grows as the South Atlanta community bands together to raise awareness and financial aid for families in the adoption process. In 2017, because of the support of Sponsors and runners, RACE for the Orphans granted \$33,000 to three families to help them bring their children home.

WHY THE RACE?

OUR STORY

The RACE began in 2013 when Directors Jason & Kelly Preston combined their passion for running and need for necessary funds to bring their daughter home from China. Like the Preston's, many of us have been through the adoption process and it's expensive. In fact, the average cost for an adoption is between \$20,000-\$50,000.

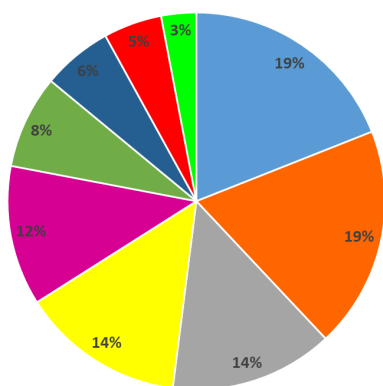
The RACE has grown into an entire community of runners, businesses, families and volunteers looking to give back and support those who are changing the world, one little life at a time.

2017 RACE DEMOGRAPHICS

- ▶ 800 participants (grew by 33% from 2016)
- ▶ \$33,000 raised and granted (grew by 10% from 2016)
- ▶ Online presence spiked 30 days prior to the RACE with over 1,800 visits to our website (avg 2 min/visit)
- ▶ The Newnan Times-Herald published 5 articles (readership of 30,000 subscribers + online readership)
- ▶ Local 92.5 The Bear hosted a 20-minute segment to South Atlanta Metro area (1.5 million Atlantans)

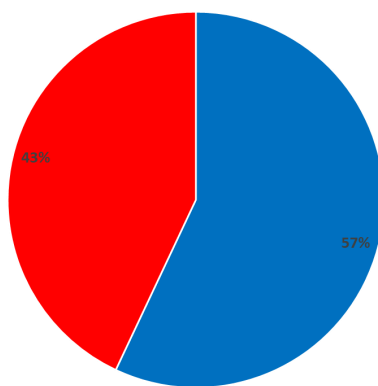
2017 PARTICIPANT DEMOGRAPHICS

AGE



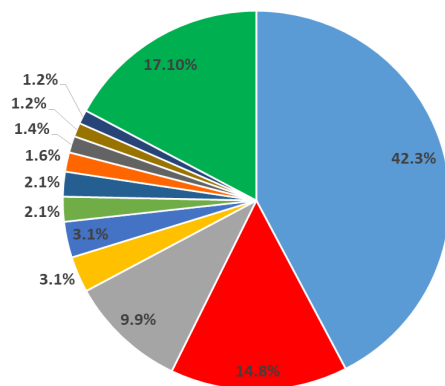
■ Ages 5-10 ■ Ages 35-44 ■ Ages 25-34 ■ Ages 45-54 ■ Ages 11-14
■ Ages 15-24 ■ Ages 55-64 ■ Ages 1-4 ■ Ages 65+

GENDER



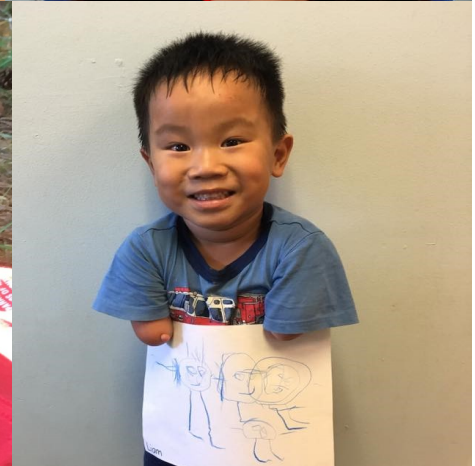
■ Females ■ Males

ZIP CODE



■ 30263 ■ 30265 ■ 30277 ■ 30259 ■ 30269 ■ 30214
■ 30276 ■ 30215 ■ 30213 ■ 30134 ■ 30251 ■ All Others

WHO ARE WE HELPING?



WHAT DOES THIS MEAN FOR YOU?

EXPOSURE

Gain positive exposure in the local community with over 45,000 direct touches to your target audience.

MEDIA

We work with social media outlets, 92.5 The Bear, and The Newnan Times-Herald to promote the RACE and your brand.

TAX CREDIT

All sponsorships are tax deductible (EIN#: 81-4076595).

FAMILY-FRIENDLY COMPETITION

The RACE is an exciting, family-friendly time of healthy competition where you are featured and promoted.

GIVE BACK

By being a part of this life changing event, your company gives back to the local community and helps bring a child home to their forever family.

2017 SPONSORS



SPONSORSHIP LEVELS

Level	Sponsorship	RACE T-shirt	RACE entries	Table onsite	RACE Day Recognition	Course signs	Entry form & poster	Radio & Print Media	Onstage Greeting
Premium	\$2500	logo	6	x	x	4	x	x	x
Signature	\$1500	logo	5	x	x	3	x	x	
Platinum	\$750	logo	4	x	x	2	x		
Gold	\$500	logo	3	x	x	1	x		
Silver	\$250	name	2	x					
Bronze	\$100	name	1						
Water Station	\$500		3			2 banners			
Mile Markers	\$250		2			1 banner			

PREMIUM (limited to first 3 companies)

\$2,500

- ✓ Onstage Welcome Greeting during the Awards Ceremony
- ✓ Company mention in all Radio and Print Media opportunities
- ✓ Inclusion in media outreach via Facebook, emails, website
- ✓ Company logo on RACE entry forms, posters, T-shirts
- ✓ 4 signs with company logo along RACE course and at awards ceremony
- ✓ RACE day recognition
- ✓ Table onsite for company promotion
- ✓ 6 complimentary RACE entries and T-shirts

SIGNATURE

\$1,500

- ✓ Company mention in all Radio and Print Media opportunities
- ✓ Inclusion in media outreach via Facebook, emails, website
- ✓ Company logo on RACE entry forms, posters, T-shirts
- ✓ 3 signs with company logo along RACE course and at awards ceremony
- ✓ RACE day recognition
- ✓ Table onsite for company promotion
- ✓ 5 complimentary RACE entries and T-shirts

PLATINUM

\$750

- ✓ Inclusion in media outreach via Facebook, emails, website
- ✓ Company logo on RACE entry forms, posters, T-shirts
- ✓ 2 signs with company logo along RACE course
- ✓ RACE day recognition
- ✓ Table onsite for company promotion
- ✓ 4 complimentary RACE entries and T-shirts

SPONSORSHIP LEVELS

GOLD

\$500

- ✓ Company logo on RACE entry forms, posters, T-shirts
- ✓ RACE day recognition
- ✓ Table onsite for company promotion
- ✓ 1 sign with company logo along RACE course
- ✓ 3 complimentary RACE entries and T-shirts

SILVER

\$250

- ✓ Company name on RACE T-shirts
- ✓ Table onsite for company promotion
- ✓ 2 complimentary RACE entries and T-shirts

BRONZE

\$100

- ✓ Company name on RACE T-shirts
- ✓ 1 complimentary RACE entry and T-shirt

WATER STATION SPONSOR (1 available)

\$500

- ✓ 2 8 ft x 3 ft banners with company logo
- ✓ Company logo on RACE T-shirts
- ✓ 2 complimentary RACE entries and T-shirts

MILE MARKER SPONSOR (3 available)

\$250

- ✓ 1 8 ft x 3 ft banner with company logo
- ✓ Company name on RACE T-shirts
- ✓ 2 complimentary RACE entries and T-shirts

“It is such a joy to play a small role in helping families bring their children home.”

Kelly Preston,
RACE Director



SECURE YOUR SPONSORSHIP

Option 1: Online payments are now available at <http://racefortheorphans.org/race-sponsors/>.

Option 2: Print the form below and mail along with your check by March 1, 2018 to:

RACE for the Orphans Inc., 44 College Street, Newnan, GA 30263.

Company Name: (as should appear on promotions)

Contact Name:

Contact Email:

Contact Phone:

Address:

City/State/Zip:

Level of Sponsorship (please check)

- ☐ Premium \$2,500 (*limited to 3 sponsorships*)
- ☐ Signature \$1,500
- ☐ Platinum \$750
- ☐ Gold \$500
- ☐ Silver \$250
- ☐ Bronze \$100
- ☐ Water Station \$500 (*limited to 1 sponsorship*)
- ☐ Mile Markers \$250 (*limited to 3 sponsorships*)

- ☐ I will have promotional materials to place inside of RACE runner packets.
- ☐ I would like a table onsite on RACE day for company promotion (Premium through Silver Levels only)

Please list any additional brand requirements:

Deadlines

To ensure inclusion in all promotional materials, the sponsorship deadline is **March 1, 2018**.

For Water Station, Mile Markers, Gold level and above: Your company logo is due no later than **March 1, 2018**. Please send a high resolution logo emailed in .jpg, **AND** .eps or .ai format to kelly@racefortheorphans.org.

Your Contact / Questions

Kelly Preston, RACE Director
kelly@racefortheorphans.org
770-310-8222 cell



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John 14:18

Contact Us

Kelly Preston

RACE Director

(770) 310-8222

kelly@racefortheorphans.org

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