

2024 Express Your SuperPower 5K/10K

In-Person and Virtual Event Sponsorship Opportunities



Promoting and Supporting Breastfeeding and Human Milk Feeding Throughout Georgia

Express Your SuperPower 5K/10K will be promoted throughout Georgia and nearby states via media, public relations contacts, websites, distribution of flyers, Facebook and other social media channels, public service announcements and press releases. Opportunities for your company are numerous, with your name and logo reaching thousands of health-conscious people.

Saturday Morning, October 5 Etowah River Park Canton, Georgia

Georgia has the 6th highest preterm birth rate in the United States and is tied for 4th highest infant mortality. An estimated 2,200 babies are born in Georgia weighing less than 3.5 lbs putting them at great risk for necrotizing enterocolitis (NEC), a deadly disease; we have the 3rd highest NEC mortality in the United States. Using donor milk from a milk bank instead of formula to feed these fragile infants can reduce the risk of NEC by 75%.

We are the only state in the Southeast without a milk bank despite an awareness of these sobering statistics. It's time to do more to protect Georgia's most at-risk infants. And thankfully, we can, with the healing power of pasteurized human donor milk, which is recognized by the American Academy of Pediatrics and other experts as life-saving medical nutritional therapy for medically fragile infants.

In 2024, all proceeds of the run will go to support the MedMilk Project, Building Georgia's Milk Bank!

Join MedMilk in believing Georgia can lead the nation when it comes to infant health and where the state's most at-risk infants thrive, thanks to equitable access to pasteurized, human donor milk provided by an HMBANA-affiliated nonprofit milk bank. MedMilk is in the process of applying to become a 'milk bank in development' with the Human Milk Banking Association of North America (HMBANA) and needs our help to raise funds to support strategic planning.

This is a vitally important public health issue that affects the health of all Georgians.

Thank you for your consideration -- whether monetary, in-kind, services, products or time.

We could not make this happen without you!

2024 Sponsorship Opportunities

Note: We do not accept sponsors that violate the code for milk substitutes, ensuring the integrity and promotion of safe breastfeeding practices.

\$10,000+ Platinum Sponsorship

- **Logo will be included on the following:**
 - Runner race shirts
- **Promotions**
 - Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
 - Invitation to include company promotion in race bags (Items supplied by sponsor)
- **Onsite Exposure**
 - Recognition by the announcers throughout event and awards ceremony
 - Company banner or signage near awards section to be included in all awards photos given to participants. (Supplied by sponsor.)
- **Hospitality**
 - Up to five (5) complimentary individual entries, including race shirts, for the event

\$5000 Gold Sponsorship

- **Logo will be included on the following:**
 - Runner race shirts
- **Promotions**
 - Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
 - Invitation to include company promotion in race bags (Items supplied by sponsor)
- **Onsite Exposure**
 - Recognition by the announcers throughout event and awards ceremony
 - Company banner near finish line. (Supplied by sponsor.)
- **Hospitality**
 - Up to five (4) complimentary individual entries, including race shirts, for the event

\$2,500 Silver Sponsorship

- **Logo will be included on the following:**
 - Runner race shirts
- **Promotions**
 - Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
 - Invitation to include company promotion in race bags (Items supplied by sponsor)
- **Onsite Exposure**
 - Recognition by the announcers throughout event and awards ceremony
 - Company banner near finish line. (Supplied by sponsor.)
- **Hospitality**
 - Up to three (3) complimentary individual entries, including race shirts, for the event

2024 Sponsorship Opportunities

Note: We do not accept sponsors that violate the code for milk substitutes, ensuring the integrity and promotion of safe breastfeeding practices.

\$1,000 Bronze Sponsorship

- **Logo will be included on the following:**

- Runner race shirts

- **Promotions**

- Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
- Invitation to include company promotion in race bags (Items supplied by sponsor)

- **Hospitality**

- Two (2) complimentary individual entries, including race shirts, for the event

\$500 Community Partner Sponsorship

- **Logo will be included on the following:**

- Runner race shirts

- **Promotions**

- Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (a table and 2 chairs included). Company branded tent is responsibility of sponsor.
- Invitation to include company promotion in race bags (Items supplied by sponsor)

- **Hospitality**

- One (1) complimentary individual entry, including race shirts, for the event

\$250 Friends of the Race Partner Sponsorship

- **Logo will be included on the following:**

- Runner race shirts

- **Promotions**

- Invitation to include company promotion in race bags (Items supplied by sponsor)

\$150 Exhibitor Sponsorship

- **Promotions**

- Opportunity to promote at the post-race festival where product, samples, or services can be displayed or demonstrated (Exhibitor must provide tent if desired, table, and chairs)
- Invitation to include company promotion in race bags (Items supplied by sponsor)

\$75 Fun Kilometer Marker Sponsorship

Signs strategically placed on the course that will include a quote about breastfeeding along with your logo prominently displayed

- Invitation to include company promotion in race bags (Items supplied by sponsor)

\$50 Registration Bag Participant

Invitation to include company promotion in race bags (Items supplied by sponsor)

In-Kind Sponsor

Express Your SuperPower 5/10K accepts in-kind donations of products or services in exchange for sponsorship recognition and benefits.

- Contact Carol at carol.hendrix@dph.ga.gov or 706-618-3913 for details

Express Your SuperPower 5K/10K

Sponsor Agreement

October 5, 2024

This agreement is made by and between "Express Your SuperPower 5K/10K" and the business, hereinafter referred to as "Sponsor". Please complete this agreement in full. Deadline for payment and logos (for the t-shirts) is 9/21/24.

Contact information (Sponsor name & address, contact person, email, phone):

Sponsorship Level: (Please check)

- Platinum \$10,000+ Amount? _____
- Gold \$5000
- Silver \$2500
- Bronze \$1000
- Community Partner \$500
- Friends of the Race Partner \$250
- Exhibitor \$150
- Fun Kilometer Marker \$75
- Registration Bag Participant \$50

In-Kind Sponsor estimated value of product or services * _____

*In-kind sponsorship level will not necessarily equal dollar value of above sponsorships. Agreement of in-kind benefits and recognition between Express Your SuperPower 5K/10K and Sponsor may be in addition to this contract.

Terms and Conditions:

- Failure to pay any portion of your sponsorship by 9/21/24 will result in forfeiture of sponsorship (unless arrangements are made in advance)
- Sponsors are entitled to the rights and benefits associated with the level of sponsorship chosen. Express Your SuperPower 5K/10K and its agents reserve the right to make non-material modifications to those benefits if necessary and has absolute right of review on any sponsor ads/promotions in regards to Express Your SuperPower 5K/10K.
- Certain sponsorship benefits require information or input from sponsor. Failure to provide the information or input by the dates requested may result in a forfeiture of the associated benefits.
- Express Your SuperPower 5K/10K is not responsible for damages that result from delays or postponements of the event due to circumstances beyond its control.

Signature _____ Date _____



Please make checks payable to:

Northwest Georgia Breastfeeding Coalition

Northwest Georgia Breastfeeding Coalition is a certified 501(c) 3 corporation or other charitable organization under the Internal Revenue Code



Mail completed agreement and check to: 

Express Your SuperPower 5K/10K (Please, do not make check payable to this name)
c/o North Georgia Health District WIC Program, Carol Hendrix
1710 Whitehouse Ct. Dalton, GA 30720