



July 4th “Run For Hunger”

**5K Race/Family Color Fun Run/Bicycle and Stroller Parade
July 4th, 2023 @ Summit High School - Spring Hill, TN**

Event Information:

- *Estimated attendance: 700+ people*
- *Markets reached: families with children, fitness-minded, singles, grandparents and seniors*
- *Event produced by The Well Outreach and the Spring Hill Parks and Recreation Department, bringing city-wide attention to this event*
- *Located at (2) Community Schools, accessing their student base (Summit High School and Spring Station Middle School)*
- *Event proceeds will benefit The Well Outreach Food Pantry*

Sponsorship Opportunities

- **Title Sponsor:** **Benton Nissan**
 - **Title Sponsorship** includes organization branding on all event marketing plus radio spots, social media, press releases, and on event t-shirts, introduction from Stage at event, and the option of hosting a tent at the event.
- **Red, White & Blue Venue Sponsor:** **\$10,000**
 - **Venue Sponsorship** includes organization literature on all vehicles in parking lot, venue signage throughout entire course, welcome signage, introduction from stage at event and logo on t-shirts.
- **5K Event Sponsor:** **\$5,000**
 - **Sponsorship** includes organization introduction from the Stage before the race, social media marketing, branding on race signage and finish line plus Race Bibs, the ability to pass out organization swag in race bags, and the option of hosting a tent at the event.
- **Family Color Fun Run Sponsor:** **\$5,000**
 - **Sponsorship** includes organization introduction from the Stage before the event, social media marketing, branding at Color Tent plus at the finish line, the ability to pass out organization swag in race bags, and the option of hosting a tent at the event.



5306 Main Street
Spring Hill, TN 37174
(615)302-9355 • www.springhillwell.org



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- **July 4th Bicycle and Stroller Parade Sponsor:** **\$3,000**
 - **Sponsorship** includes organization introduction from Stage before event, social media marketing, branding at Well July 4th Swag Tent plus on fan handout to all participants and option of hosting a tent at event.

- **Music Sponsor:** **\$2,500**
 - **Sponsorship** includes organization mentions during music throughout the event. This important sponsorship allows The Well to provide a celebratory mood!

- **(3) Family Color Fun Run Mile Marker Sponsors/Color Blasts** **\$1,500**
 - **These 3 Sponsorships** include an organization table and signage at one of 3-mile markers where Color Fun Run participants are sprayed with color plus the organization name/logo on overall sponsor signage at the Well tent

- **T-Shirt Sponsor (20)** **\$250**
 - **Sponsorship** includes your organization's name on the event t-shirt plus listing on Sponsor signage at the Well tent and social media post

- **Fuel and Water Station Sponsorship:** **In-Kind Donation**
 - **Sponsor** provides water, oranges, granola bars and bagels to participants and receives organization signage at Fuel/Water Station plus logo on event t-shirt

- **Swag Sponsors:** **In-Kind Donation**
 - July 4th event bracelet
 - Sunglasses
 - Wrist/Headbands
 - Patriotic temporary tattoos



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