



**Dreamin' of the Keys 5K**  
**The Gazebo near Tradition Square**  
**June 11, 2022**  
**Race Starts at 6:30 p.m.**

Join us for the newest Fleet Feet Stuart 5K, the 2<sup>nd</sup> Annual **Dreamin' of the Keys 5K** in Tradition Square located in Port St Lucie, FL, on Saturday evening, June 11, 2022, 6:30 p.m. This 5K will begin and end in front of The Gazebo near Tradition Square and will wind through part of the nearby neighborhood. Participants receive a special short sleeve Key West t-shirt. All Dreamin' of the Keys finishers receive a race medal to commemorate their accomplishment.

What will this family-friendly 5K race entail? Think "tacky" Florida Keys attire, road-side t-shirts, grass skirts, Hawaiian leis, straw hats, funky sunglasses, stuffed parrots, key lime pie, and of course island music.

Get ready for an unforgettable, Fleet Feet style Florida Keys sunset celebration!

**WHY BECOME A SPONSOR:**

- Tradition in Port St. Lucie, is a master-planned, mixed-use community, comprised of 13 neighborhoods, all offering different lifestyles and amenities. The average household income in Tradition is \$81,552.80. This area of Port St Lucie hosts a number of events and races throughout the year. Port St. Lucie ranked sixth as one of the safest cities for a city of its size and was ranked one of the Top 25 Best Cities to Retire, as reported by Forbes Magazine.
- The Fleet Feet Stuart Dreamin' of the Keys 5K will attract runners and walkers of *all ages* from across the Treasure Coast.
- The average attendee of Treasure Coast 5Ks is a well-educated, affluent member of the community with a disposable income and a wide range of interests.
- According to Running USA, the running-walking fitness boom continues. It is the most inexpensive form of exercise and recreation for people, so running-walking events continue to grow
- **Running Changes Everything.** Through our strategic partnerships and outreach programs, Fleet Feet Stuart has and continues to train hundreds for their first 5K, 10K, half- and full marathon. Many of these are new to running or run-walk, and they are embracing healthier, happier lifestyles. This audience is extremely loyal, they appreciate people who promote their sport, and they realize sponsors are necessary for them to have these events.

## **DUVAL (\$1 200) SPONSOR**

*(Limited to One Sponsor)*

- Company name or logo on the top tier, on the back of the race shirt
- Your supplied banner or signage displayed in the store during the two days of race packet pickup. Maximum banner size 3-ft x 5-ft.
- Your company supplied banner hung at the top of the arch at the Finish line. Measurements TBD.
- Seven (7) tagged social-media posts.
- Opportunity to hang your supplied logo-repeat banner as the background for race-entry photos/awards.
- Seven (7) public announcements (scripted by Fleet Feet Stuart marketing staff) on race day.
- Company logo, with a hyperlink to your site, on Fleet Feet Stuart race website page and RunSignUp.com race page.
- Inclusion in pre-race and post-race email blast to Dreamin' of the Keys fans, sponsors and media.
- Opportunity to offer a raffle/door-prize to participants.
- Exhibitor space at race site.
- Opportunity to include company flyers, coupons or samples in race packets.
- Seven (7) complimentary race entries for the 5K.

## **CONCH (\$750) SPONSOR**

*(Limited to One Sponsor)*

- Company name or logo on the second tier, on the back of the race shirt
- Your supplied banner or signage displayed in the store during the two days of race packet pickup. Maximum size 3-ft. x 5-ft.
- Your company supplied banner hung at the top of the arch at the Start line. Measurements TBD.
- Six (6) tagged social-media posts.
- Opportunity to hang your supplied logo-repeat banner as the background for race-entry photos/awards.
- Six (6) public announcements (scripted by Fleet Feet Stuart marketing staff) on race day.
- Company logo, with a hyperlink to your site, on Fleet Feet Stuart race website page and RunSignUp.com race page.
- Inclusion in pre-race and post-race email blast to Dreamin' of the Keys fans, sponsors and media.
- Opportunity to offer a raffle/door-prize to participants.
- Exhibitor space at race site.
- Opportunity to include company flyers, coupons or samples in race packets.
- Six (6) complimentary race entries for the 5K.

## ----- **HEMINGWAY (\$500) SPONSOR** -----

*(Limited to Two Sponsors)*

- Company name or logo on the third tier, on the back of the race shirt.
- Your supplied signage displayed in the store during the two days of race packet pickup. Maximum signage 18-in x 24-in.
- Your 60 x 30 banner displayed on the leg of the Fleet Feet arch at race Finish line
- Five (5) tagged social-media posts.
- Five (5) public announcements (scripted by Fleet Feet marketing staff) on race day.
- Exhibitor space at race site.
- Company logo, with a hyperlink to your website, on Fleet Feet Stuart race website page and RunSignUp.com race page.
- Inclusion in pre-race and post-race email blast to Dreamin' of the Keys fans, sponsors and media.
- Opportunity to offer a raffle/door-prize to participants.
- Opportunity to include company flyers, coupons or samples in race packets.
- Five (5) complimentary race entries for the 5K.

## ----- **MALLORY (\$300) SPONSOR** -----

- Company name or logo on the fourth tier, on the back of the race shirt.
- Three (3) tagged social-media posts.
- Three (3) public announcements (scripted by Fleet Feet marketing staff) on race day.
- Company logo, with a hyperlink to your website, on Fleet Feet Stuart race website page and RunSignUp.com page.
- Inclusion in pre-race and post-race email blast to Dreamin' of the Keys fans, sponsors and media.
- Exhibitor space at race site.
- Opportunity to offer a raffle/door-prize to participants.
- Opportunity to include company flyers, coupons or samples in race packets.
- Three (3) complimentary race entries for the 5K.

## ----- **SUNSET (\$200) SPONSOR** -----

- Company name or logo on the fifth tier, on the back of the race shirt.
- Two (2) tagged social-media posts.
- Two (2) public announcements (scripted by Fleet Feet marketing staff) on race day.
- Company logo, with a hyperlink to your website, on Fleet Feet Stuart race website page and RunSignUp.com page.
- Exhibitor space at race site.
- Opportunity to include company flyers, coupons or samples in race packets.
- Two (2) complimentary race entries for the 5K.

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**KEY LIME (\$100) SPONSOR**

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- Company name or logo on the bottom tier, on the back of the race shirt.
- One (1) tagged social-media posts.
- One (1) public announcements (scripted by Fleet Feet marketing staff) on race day.
- Company listed on Fleet Feet Stuart race website page.
- Opportunity to include company flyers, coupons or samples in race packets
- One (1) complimentary race entries for the 5K.

☐ **YES, I/ We would like to be a sponsor of the FLEET FEET Stuart – Port St Lucie DREAMIN' OF THE KEYS – June 11, 2022**

**Choose Sponsorship Level:**

☐ ~~DUVAL - \$1,200 (Only 1 available)~~

☐ CONCH - \$750 (Only 1 available)

☐ HEMINGWAY - \$500 (Only 2 available)

☐ MALLORY - \$300

☐ SUNSET - \$200

☐ KEY LIME - \$100

☐ IN-KIND

○ WATER STATION

○ BOTTLED WATER AT FINISH LINE

○ ICE

☐ CASH \_\_\_\_\_

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COMPANY: (Please print company name clearly and exactly as it should appear in promotions)

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CONTACT:

TITLE:

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ADDRESS:

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CITY:

STATE:

ZIP:

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PHONE:

FAX:

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EMAIL:

WEBSITE URL:

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FACEBOOK URL

INSTAGRAM URL:

**Enclosed is a check made payable to:****FLEET FEET STUART** in the amount of \$\_\_\_\_\_.Will you be using your complimentary exhibitor space (designated sponsor levels)? ☐ Yes ☐ No☐ Please invoice us for our sponsorship in the amount of \$\_\_\_\_\_.Please send Logo (high resolution JPG or PNG) to [mary@fleetfeetstuart.com](mailto:mary@fleetfeetstuart.com).

Payment is due within 30 days of this agreement or no later than June 1, 2022.

FLEET FEET STUART DREAMIN' OF THE KEYS benefits will not be issued (logo placement, promotions, race entries, etc.) without full payment or mutually agreed upon payment terms.

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Signature (Sponsor) | Date

Signature (FLEET FEET STUART) | Date

By Signing above, I agree to the "Terms of Sponsorship Agreement."

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Please return completed form to [Mary@FleetFeetStuart.com](mailto:Mary@FleetFeetStuart.com) or mail it with your payment to:

FLEET FEET STUART  
2440 NW Federal Hwy, Stuart, FL 34994

