

DARE TO BE FASHION SHOW & GALA

SPONSORSHIP LEVELS

At Fleet Feet + FrontRunner we take our love of the run beyond the streets, and trails. We promote health, life, and the betterment of our community. We dare you to join us in this pursuit. We dare you to be bold, dare to be different, dare to be strong, dare to be confident, dare to be you.

The Dare to Be Show and Gala is our fundraiser for Girls on the Run of Franklin County - a life-changing, non-profit, prevention program for girls in the 3rd-8th grade.

Through the efforts of you and prominent Central Ohio companies our goal is to raise \$15,000 for Girls on the Run of Franklin County at our event.

Our Philosophy:

- We offer 4 basic sponsorship levels, but use a template agreement that can be customized.
- Our goal is to formulate a sponsorship or partnership that provides value to the sponsor and to our partners and that the event's promotion and recognition of the sponsor is commensurate with the value provided.
- These are guidelines, not rules.

Thank you for taking the time to consider joining us at our Dare to Be Fashion Show & Gala. Your partnership will go a long way towards empowering young women to dream boldly, take charge of life, and define the future.

Jeff Henderson | Fleet Feet + FrontRunner

1. Our basic levels are:

- a. Confident:** This is our “base” sponsorship. The minimum requirements are:
 - i. Sponsor provides:**
 - 1. **\$250 sponsorship.**
 - 2. **Promotion of event through social media and/or e-mail database**
 - ii. Fleet Feet + FrontRunner provides:**
 - 1. **2 Tickets to Dare to Be Fashion Show & Gala**
 - 2. **Sponsor may provide collateral materials for goody bags.**
 - 3. **Identifies sponsor as such on web page, event program.**
 - 4. **1 Social Media blast/shout out**
- b. Empowered:** This is a step up from our Confident level sponsorship.
 - i. Sponsor provides:**
 - 1. **\$500 sponsorship.**
 - 2. **Promotion of event through social media and/or e-mail database**
 - ii. Fleet Feet + FrontRunner provides:**
 - 1. **Identified as Hors D’oeuvres Table Sponsor**
 - 2. **4 Tickets to Dare to Be Fashion Show & Gala**
 - 3. **Sponsor may provide collateral materials for goody bags.**
 - 4. **Identifies sponsor as such on web page, event program.**
 - 5. **2 Social Media blasts/shout outs**
- c. Take Charge:** This is a level for important sponsors that are regarded as partners.
 - i. Sponsor provides:**
 - 1. **\$1,000 sponsorship.**
 - 2. **Promotion of event through social media and/or e-mail database**
 - ii. Fleet Feet + FrontRunner provides:**
 - 1. **Identified as Red Carpet Photo Booth Sponsor**
 - 2. **6 Tickets to Dare to Be Fashion Show & Gala**
 - 3. **Sponsor may provide collateral materials for goody bags.**
 - 4. **Identifies sponsor as such on web page, event program.**
 - 5. **Sponsor logo placed on goody bag & water bottle, and all other collateral items.**
 - 6. **Included in all Social Media blasts/shout outs, e-mail promotions.**
- d. Define the Future:** Presenting Partner-level sponsors
 - i. Sponsor provides:**
 - 1. **\$2,000 sponsorship.**
 - 2. **Promotion of event through social media and/or e-mail database**
 - ii. Fleet Feet + FrontRunner provides:**
 - 1. **Identified as presenting sponsor on all publications, collateral, graphics, etc.**
 - 2. **8 Tickets to Dare to Be Fashion Show & Gala**
 - 3. **Sponsor may provide collateral materials for goody bags.**
 - 4. **Identifies sponsor as such on web page, event program.**
 - 5. **Sponsor logo placed on goody bag & water bottle, and all other collateral items.**
 - 6. **Included in all Social Media blasts/shout outs, e-mail promotions.**