



## **TRANSCEND THE RUN FASHION SHOW & GALA SPONSORSHIP LEVELS**

At Fleet Feet + FrontRunner we strive to take our love of the run beyond the streets, and trails. We strive to promote health, life, and the betterment of our community. We strive to transcend the run.

The Transcend the Run Fashion 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 Transcend the Run 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 Transcend the Run 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 Transcend the Run 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 Transcend the Run 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 Transcend the Run 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.**