



# 2020 Run / Walk for Hemophilia and Bleeding Disorders

## November 7, 2020 10:00am

### Virtual and In-Person Benefits

#### 2020 Local and National Sponsorship Opportunities

There are a variety of corporate and individual sponsorship opportunities available. To ensure that your company logo is included on the walk t-shirts (if available) and any signage at the event or prior to the event, please provide a copy of your logo on disk, or e-mail a high-resolution file or jpeg of your logo to Sue Martin on or before **October 1, 2020**. We also welcome in-kind donations. In-kind donations can be product, equipment and/or service donations. Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation. For more information on sponsorship opportunities and logo submission, please contact the Walk Manager/Executive Director: Sue Martin @ [sue.martin@hemophiliasc.org](mailto:sue.martin@hemophiliasc.org) or call HSC @ 864-350-9941. Please review deadlines for logo submission listed below.

We are proud to support Hemophilia of South Carolina (HSC) by sponsoring the 2020 Turkey Trot 5K Walk / Run. We hereby authorize HSC to include our corporate name and logo on all event marketing posters, t-shirts (if provided), signage, HSC social media platforms, and website, consistent with our sponsorship selection below.

#### **Sponsorship Opportunities**

#### **Sponsor**

- |                     |         |
|---------------------|---------|
| ❖ Diamond Sponsor   | \$5,000 |
| ❖ Gold Sponsor      | \$3,500 |
| ❖ Silver Sponsor    | \$2,500 |
| ❖ Bronze Sponsor    | \$1,000 |
| ❖ Mile Sponsor      | \$500   |
| ❖ Kilometer Sponsor | \$250   |
| ❖ Supporter Sponsor | \$100   |

## SPONSOR INFORMATION SHEET:

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

CONTACT EMAIL ADDRESS: \_\_\_\_\_

OUR CHECK IS ENCLOSED \_\_\_\_\_ PLEASE INVOICE US \_\_\_\_\_ ONLINE PAYMENT \_\_\_\_\_

	<b>In-Kind Sponsor</b>	<b>Donation/Product</b>	<b>Value of Product</b>
	In-Kind Sponsor		\$
	In-Kind Sponsor		\$

Please send your completed form, contribution, and vector format logo to: Attn: Sue Martin,  
Executive Director

Hemophilia of South Carolina, Attn: "HSC Turkey  
Trot" 439 Congaree Road Suite Box #5, Greenville,  
SC 29607

Phone (864) 350-9941

Fax: (864) 244-8287

Email: [sue.martin@hemophiliasc.org](mailto:sue.martin@hemophiliasc.org)

**Make all checks payable to: Hemophilia of South Carolina**

## **Levels and Benefits (For a Virtual Event)**

**We may be providing small virtual walk events throughout the month of October to get ready for the main virtual event day on November 7, 2020. Additional benefits will apply.**

*{Please Note: The following Sponsorship Opportunities are open to multiple sponsors}*

### **DIAMOND SPONSOR \$5,000**

- Opportunity to address virtual participants on Walk weekend with optional one-minute pre-recorded video that will be shared on social media (Facebook – 824+ followers; Instagram – 592+ followers; Twitter - 145) and email (1,300+ recipients), VIP +70 pads.
- Five-minute unrestricted presentation opportunity on web-conference featuring content of your choice (products allowed)
- On VIP iPads - Web clip to website of your choice for full campaign, 5 - two-day solo branded announcements on lock screen, logo on regular lock screen for campaign otherwise.
- Logo prominently displayed on the event websites with link to company site.
- Interactive poll question featuring your company during the live presentation
- Up to 4 logins for web-conference
- Logo prominently displayed on the event websites with link to company site.
- 10 exclusive social media postings prior to event that includes link to company site.
- Logo placed on posters, marketing materials
- Logo placed on race bibs that will be provided to all participants.
- Option to include three items (including literature) that will be mailed to participants.
- Verbal recognition before, during, and after the virtual Walk using Facetime Live or other virtual platforms.
- Participation in attendee pre-event activity that involves participants.
- Name mentioned in all press releases produced for the event.
- Recognition at any virtual pre-event functions held by HSC.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.
- Logo listed on the e-signage displayed on Walk weekend.
- Ability to provide a branded swag item in attendee “goody boxes” that will be mailed to all attendees.
- Placement of business card and multiple page promotional material in “goody boxes”
- Link of your choice included on post-conference thank you sent to participants

### **GOLD SPONSOR \$3,500**

- Opportunity to address virtual participants on Walk weekend with optional one-minute pre-recorded video that will be shared on social media (Facebook – 824+ followers; Instagram – 592+ followers; Twitter - 145) and email (1,300+ recipients) VIP + 70 pads.
- Three-minute unrestricted presentation opportunity on web-conference featuring content of your choice (products allowed)
- VIP iPads- 3 - One day solo branded announcement on lock screen, logo on regular lock screen for campaign otherwise.
- Up to 3 logins for web-conference
- Logo prominently displayed on the event websites with link to company site.
- 7 exclusive social media postings prior to event that includes link to company site.
- Logo placed on posters, marketing materials

- Logo placed on race bibs that will be provided to all participants.
- Option to include two items (including literature) that will be mailed to participants.
- Verbal recognition before, during, and after the virtual Walk using Facetime Live or other virtual platforms.
- Participation in attendee pre-event activity that involves participants
- Name mentioned in all press releases produced for the event.
- Recognition at any virtual pre-event functions held by HSC.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.
- Logo listed on the e-signage displayed on Walk weekend.
- Ability to provide a branded swag item in attendee “goody boxes” that will be mailed to all attendees.
- Placement of business card and multiple page promotional material in “goody boxes”
- Link of your choice included on post-conference thank you sent to participants

### **SILVER SPONSOR \$2,500**

- Opportunity to address virtual participants on Walk weekend with optional one-minute pre-recorded video that will be shared on social media (Facebook – 824+ followers; Instagram – 592+ followers; Twitter - 145) and email (1,300+ recipients) and VIP +70 pads.
- One-minute unrestricted presentation opportunity on web-conference featuring content of your choice (products allowed)
- On VIP iPads - 1 - One day solo branded announcement on lock screen, logo on regular lock screen for campaign otherwise.
- Up to 2 logins for web-conference
- Logo displayed on the event websites with link to company site.
- 5 exclusive social media postings prior to event that includes (optional) link to company site.
- Logo placed on posters, marketing materials
- Option to include one items (including literature) that will be mailed to participants.
- Verbal recognition before, during, and after the virtual Walk using Facetime Live or other virtual platforms.
- Participation in attendee pre-event activity that involves participants
- Name mentioned in all press releases produced for the event.
- Recognition at any virtual pre-event functions held by HSC.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.
- Logo listed on the e-signage displayed on Walk weekend.
- Ability to provide a branded swag item in attendee “goody boxes” that will be mailed to all attendees.
- Placement of business card and multiple page promotional material in “goody boxes”
- Link of your choice included on post-conference thank you sent to participants

### **BRONZE SPONSOR \$1,000**

- Up to 2 logins for web-conference
- Logo displayed on the event websites with link to company site.
- 3 exclusive social media postings prior to event that includes link to company site.
- Logo placed on posters, marketing materials
- Verbal recognition before, during, and after the virtual Walk using Facetime Live or other virtual platforms.
- Participation in attendee pre-event activity that involves participants
- Name mentioned in all press releases produced for the event.

- Recognition at any virtual pre-event functions held by HSC.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.
- Logo listed on the e-signage displayed on Walk weekend.
- Placement of business card in “goodie boxes”.
- Link of your choice included on post-conference thank you sent to participants

#### **MILE SPONSOR \$500**

- Logo displayed on event websites.
- Logo placed on posters, marketing materials
- Verbal recognition during the virtual Walk using Facetime Live or other virtual platforms.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.
- Name listed on the e-signage displayed on Walk weekend.

#### **KILOMETER SPONSOR \$250**

- Logo displayed on event websites.
- Name listed on the e-signage displayed on Walk weekend.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.

#### **Supporter SPONSOR \$100**

- Name listed on the e-signage displayed on Walk weekend.
- Logo recognition with special thanks in the quarterly HSC newsletter that goes out to HSC members and all treatment centers.

### **Other Sponsorship Opportunities**

#### **IN-KIND SPONSOR (DONATED VALUE MUST BE \$500+)**

- Logo placed on posters, marketing materials, social media posts
- Verbal recognition during event and in written communications post-event.

*In-kind donations can be product, equipment and/or service donations. Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation (\$500+ value).*

# Sponsorship Opportunities For In person Event

(Sponsorship opportunities are open to multiple sponsors)

**DIAMOND SPONSORSHIP** - \$5,000.00

**GOLD SPONSORSHIP** - \$2,500.00

**SILVER SPONSORSHIP** - \$2,500.00

**BRONZE SPONSORSHIP** - \$1,000.00

**MILE SPONSORSHIP** – \$500.00

**KILOMETER SPONSORSHIP** - \$250.00

**SUPPORTER SPONSORSHIP** – 100.00

## OTHER SPONSORSHIP OPPORTUNITIES

IN KIND

FOOD AND BEVERAGE

ENTERTAINMENT

### **Diamond Sponsors \$5,000.00**

- ❖ Opportunity to host a pre-thank you recognition event for volunteers, HSC Chapter and supporting/contributing walk coordinators/companies.
- ❖ Logo prominently placed on the walk t-shirt & run bib numbers, all posters, signage and other materials as developed, media, newsletters, social media platforms, VIP Ipads and write-ups.
- ❖ Name prominently mentioned in all press/media releases produced for the event.
- ❖ Prominent recognition displayed at the start/finish point of the run walk.
- ❖ Verbal recognition at the start of the walk event.
- ❖ Logo placed prominently on website walk page and linked to your URL choice.
- ❖ Tented booth for exhibit table to display company materials and information at the walk reception area and **10 free walk registrations** for your company team.
- ❖ Additional booth space with extra table and chairs
- ❖ 20 social media postings prior to event acknowledging sponsorship.

### **Gold Sponsors \$3,500.00**

- ❖ Logo prominently placed on the walk t-shirt & run bib numbers, all posters, signage and other materials as developed, media, newsletters, social media platforms, VIP Ipads and write-ups.
- ❖ Name prominently mentioned in all press/media releases produced for the event.
- ❖ Logo recognition displayed at the start point of the walk.
- ❖ Verbal recognition at the start of the walk event.
- ❖ Logo placed prominently on website walk page and linked to your URL choice.
- ❖ Tented booth for exhibit table to display company materials and information at the walk reception area and **5 free walk registrations** for your company team.
- ❖ 10 social media postings prior to event acknowledgement sponsorship.

### **Silver Sponsors \$2,500.00**

- ❖ Logo placed on the walk t-shirt & run bib numbers, all posters, signage and other materials as developed, media, newsletters, social media platforms, VIP Ipads and write-ups and social media platforms.
- ❖ Name mentioned in all press/media release produced for the event.
- ❖ Name recognition displayed at the start point of the walk
- ❖ Verbal recognition at the start of the walk event.
- ❖ Logo placed prominently on website walk page and linked to your URL choice.
- ❖ **3 free walk registrations** for your company team.
- ❖ 5 social media postings prior to event acknowledgement sponsorship.

### **Bronze Sponsors \$1,000.00**

- ❖ Logo Placed on the walk t-shirt, all posters, signage and media, signage along the walk, newsletters and write-ups and social media platforms.
- ❖ Verbal recognition at the start of the walk event.
- ❖ Logo placed prominently on website walk page.
- ❖ **2 free walk registrations** for your company team.
- ❖ 3 social media postings prior to event acknowledging sponsorship.

### **Mile Sponsors \$500.00**

- ❖ Logo placed on walk t-shirt and signage along the walk.
- ❖ Name listed in all signage and media, newsletters and write-ups and social media platforms.

### **Kilometer Sponsors \$250.00**

- ❖ Name/company logo placed on Kilometer signage along the walk.
- ❖ Name listed in all signage and media, newsletters and write-ups and social media platforms.

### **Supporter Sponsors \$100.00**

- ❖ Name listed in all media, newsletters and write-ups, and social media platforms.

### **In-Kind Sponsors (value of \$500.00 or more)**

- ❖ Logo placed on Walk T-Shirt and signage along the walk.
- ❖ Name listed in all signage and media, newsletters and write-ups.

### **Entertainment Sponsors (DJ, Face Painting, Caricature Drawings, Balloons or other)**

- ❖ Cost of the entertainment product.
- ❖ Name and recognition listed in all signage and media, newsletters and write-ups.

### **Food or Beverage Sponsors**

- ❖ Cost of food or beverage product
- ❖ Name and recognition listed in all signage, media, news, letters and write-ups.