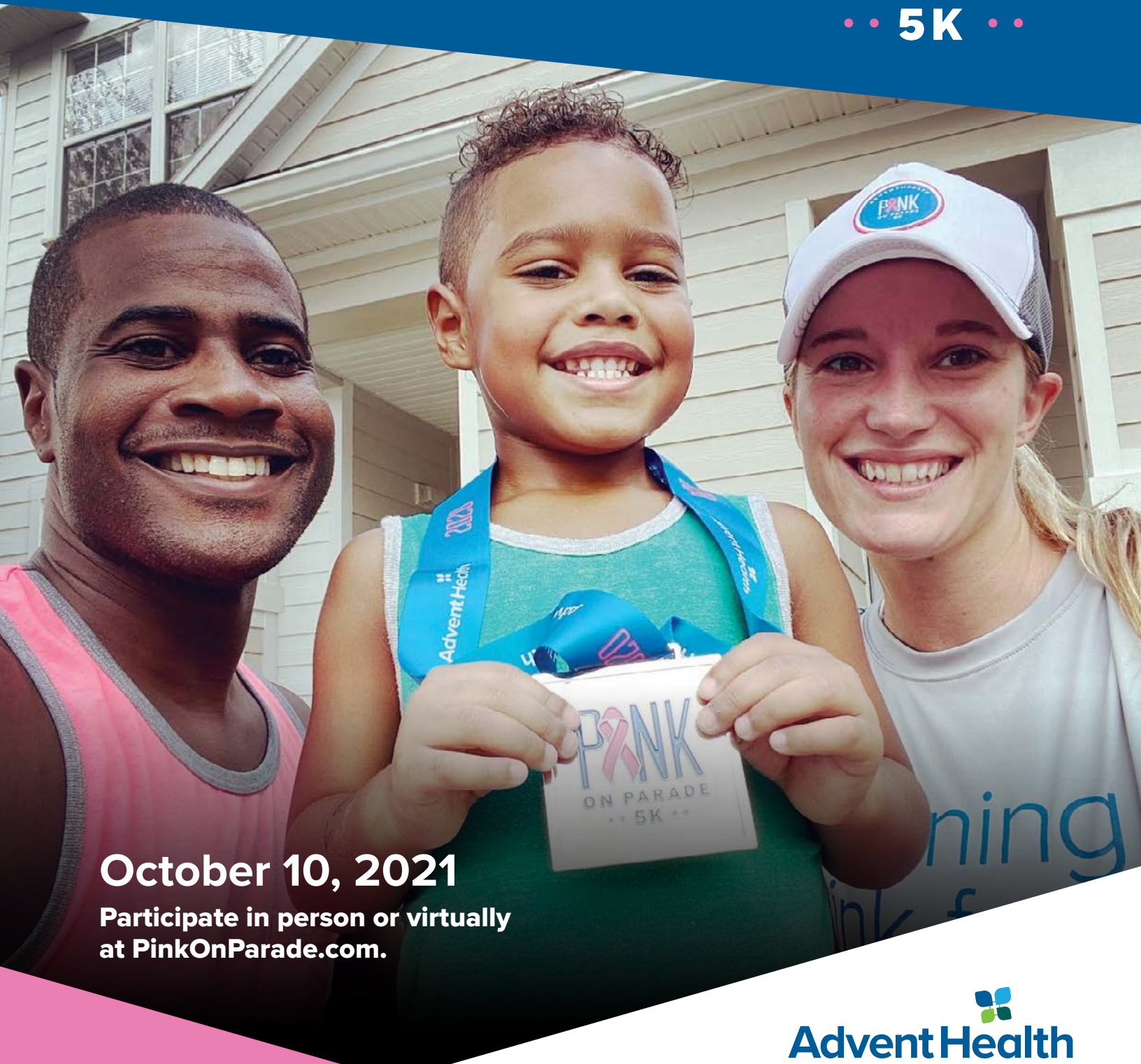


Sponsorship Packet

PINK
ON PARADE
•• 5K ••



October 10, 2021

Participate in person or virtually
at PinkOnParade.com.


AdventHealth

Support the cause.

Join an in-person or virtual AdventHealth Pink on Parade 5K as we celebrate the brave individuals in our community battling breast cancer, survivors who have won their fight and those who shine on through their loved ones.

Pink on Parade has created a celebration for men and women to support breast cancer survivors and spread awareness in Central Florida and beyond. The community has rallied around Pink initiatives for over a decade, raising over \$1.1 million for those battling breast cancer. These dollars have provided hope and healing to hundreds of community members through patient assistance, innovative research, diagnostic tests and wellness plans.

This year, we are excited to connect with even more people throughout the United States. Wherever you are, you can raise money to support women in your community. Whether you are from a small town in North Carolina or a large city in Florida, we will be incredible together this year.



Since 2009



\$1,107,012
RAISED



16,000+
PARTICIPANTS



1,500+
INDIVIDUALS SUPPORTED

Sponsorship Packages



Join your community to support breast cancer survivors and spread awareness by becoming a 2021 Pink on Parade sponsor. Secure your sponsorship by **September 8, 2021** to receive logo recognition.

Presenting Sponsor: \$10,000

- Recognition as Presenting Sponsor
- 40 complimentary race entries
- Logo placement on t-shirt and website and recognition on the in-person start and finish banners, in-person promotional tent, race packet, digital welcome packet, bib, course maps, and social media filter
- Company mention at in-person race and in promotional emails, blogs, and training tips documents
- 4 social media mentions
- Customize Your Exposure:
 - Opportunity for a SWAG giveaway
 - One available flyer/giveaway placed in the race packet

Gold Sponsor: \$5,000

- 30 complimentary race entries
- Logo placement included on t-shirt, in-person promotional tent, race packet and training tips documents
- 2 social media mentions
- Customize Your Exposure:
 - One available flyer/giveaway placed in the race packet
 - Become the SWAG title sponsor for participants reaching fundraising goals and participate in the referral program
 - Company mention on music playlist

Silver Sponsor: \$2,500

- 20 complimentary race entries
- Logo placement on t-shirt, in-person tent and race packet
- Customize Your Exposure
 - One available flyer/giveaway placed in the race packet

Bronze Sponsor: \$1,000

- 10 complimentary race entries
- Logo placement on website and included in race packet
- 1 social media mention
- Company recognition on t-shirt
- Customize Your Exposure:
 - One available flyer/giveaway placed in the race packet

Community Sponsor: \$500

- 5 complimentary race entries
- Logo placement on website and included in race packet
- Customize Your Exposure:
 - One available flyer/giveaway placed in the race packet

In-Kind Contributions

For sponsorship benefits, in-kind donations are categorized at 100% of their retail value. All other in-kind contributions are categorized at 50% of their retail value.

..... **Make an impression.**



4,000+
2020 PARTICIPANTS



101,900
SOCIAL FOLLOWERS



100,000+
WEBSITE VISITS



Incredible together.

To participate in Pink on Parade or to customize your sponsorship package, contact Trinkia King at 828-681-2421 or trinka.king@adventhealth.com.

SPONSORSHIP LEVEL (SELECT ONE)

Presenting (\$10,000)

Silver (\$2,500)

Community (\$500)

Gold (\$5,000)

Bronze (\$1,000)

In-Kind (*Describe donation.*) _____

ADDITIONAL RACE ENTRIES

Please see sponsorship packages for information on complimentary race entries.

Number of additional race entries: _____ x \$40.00 = _____

METHOD OF PAYMENT

Amount to be paid: \$ _____

Check (*Make checks payable to: AdventHealth Foundation Hendersonville and note "Pink on Parade" in the memo line. Mail to: 100 Hospital Drive #851100, Hendersonville, NC 28792.*)

Send Invoice to: _____

To pay by credit card, please visit PinkOnParade.com.

SPONSOR INFORMATION

Please see sponsorship packages for information on complimentary race entries.

Company Name: _____

Contact Name: _____ Email: _____

Address: _____

Phone Number: _____ Signature: _____