

BT5K Dallas Run & Walk

Saturday, March 3, 2018

Event Sponsorship



What is the BT5K Dallas Run & Walk?

The BT5K Dallas Breakthrough for Brain Tumors Run & Walk is the American Brain Tumor Association's national signature fundraising event, taking place in nine markets from coast to coast. Your support allows the ABTA to provide vital brain tumor resources to patients and their families, fund promising research studies, and conduct nationwide brain tumor educational programs.

Our Vision

A future where not one life is lost to a brain tumor.

Learn more about the ABTA at abta.org. If you have any questions, or are looking for help or resources, please call our ABTA Careline at 800-886-ABTA (2282) or send an email to abta cares@abta.org.

Sponsorship

Companies, businesses and organizations support our BT5K Run & Walk events around the country. Support for the BT5K is an opportunity for a company or organization to:

- Generate goodwill in the community
- Gain visibility for products or services
- Feature your products and/or services on site at the BT5K
- Expand your company's visibility and name recognition
- Partner with a leader within the Brain Tumor Community

Sponsorship opportunities may vary by market and are available in the following cities:

Chicago, Illinois
Columbus, Ohio
Dallas, Texas
Denver, Colorado
Los Angeles, California
Milford, Michigan
New York, New York
Tampa Bay, Florida
Twin Cities, Minnesota



IN EVERY STEP, A STORY.



Who attended the 2017 BT5K Dallas:

Total Participants: 535

Gender Breakdown: 66% Female | 34% Male

Participant Type: 39% Runner | 61% Walker

Age Ranges

6 - 12: 4%
















13 - 24: 10%

25 - 39: 35%

40 - 54: 27%

55+: 24%

2018 Sponsorship Opportunities

	Presenting \$25,000	Partner \$12,500	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Event Tent \$1,000	Virtual Bag \$250
Breakthrough Benefit (This is a main benefit added at this level)	Exclusive Opportunity; Prominent Site Presence with Co-Branded Opportunities	Premier Placement on event site at exclusive location: Brain Exhibit, Start Line or Spirit Tent	Logo placement on Shirts, Website & Emails	Logo on Event Shirts & Complimentary Registrations	Recognition during event program; Inclusion on Website & Emails	Presence in tent on event site	Inclusion in Virtual Event Bag for all Pre-Registered Participants
Virtual Event Bag Placement	Featured Ad						
Event Tent	10' x 20'	10' x 10' near selected area	10' x 10'	10' x 10'	10' x 10'	10' x 10'	
Event Banner Placement	Logo	Logo	Logo	Name	Name	Name	
Website	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name		
Participant Emails	Featured Logo/Link	Logo/Link	Logo/Link	Name/Link	Name		
Event Shirts	Featured Logo	Logo	Logo	Logo	Name		
Event Program Recognition	Opening & 2 Pre-Ceremony						
Complimentary Event Registrations	10	6	4	2			
Social Media Opportunities	Consult on social media campaign; custom messages for sponsor use; ABTA follows sponsor on social media & engages as appropriate	Custom message for sponsor use; ABTA follows sponsor on social media & engages as appropriate	ABTA follows sponsor on social media; limited engagements as appropriate				
Recognition in ABTA E-Newsletter							
2019 Right of First Refusal							
Featured Inflatable Brain Opportunity	Exclusive Opportunity to have our Inflatable Brain Exhibit for display at your location the day prior to the event						
Press Release Made by ABTA							

For more details contact: Katie Fron at 773-577-8762 or kfron@abta.org

2018 BT5K Dallas - Sponsorship Commitment Form

Yes! My company would like to sponsor the BT5K Dallas Run & Walk!

Company/Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

Sponsorship Level

- Presenting - \$25,000 (*Exclusive*)
- Partner - \$12,500 (*3 Exclusive Options*)
Selected Area: _____
- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$2,500
- Event Day Tent Only - \$1,000
- Virtual Bag Sponsor - \$250

Please send completed form to:

**American Brain Tumor Association
Attn: BT5K Dallas
8550 W. Bryn Mawr Avenue - Suite 550
Chicago, IL 60631**

Or e-mail to:
kfron@abta.org

Please indicate preferred payment method:

- Check is enclosed, payable to: **ABTA or American Brain Tumor Association**
- Please send invoice to contact listed above
- Please charge: MC VISA AMEX DISC

Card Number: _____

Expiration Date: _____

Name on Card: _____ CVV: _____

Authorization and Signature:

I authorize the American Brain Tumor Association (ABTA) to use my organization's name and/or logo that I have provided for promotional purposes, including, but not limited to the BT5K Breakthrough for Brain Tumors website, media advertisements, and printed materials related to the BT5K Breakthrough for Brain Tumors Run & Walk. I understand that payment is due in full to the ABTA no later than 30 days prior to the sponsored BT5K.

Signature: _____ Date: _____

Printed Name: _____

**Please send vector image of organization logo and event day contact to:
Katie Fron at 773-577-8762 or kfron@abta.org**