# 2024 SPONSORSHIP PACKAGE www.mlkday5kbham.com

ERMINANT

"We need no more leaders who are simply destructionists and dreamers, men who tear down and despoil. We need constructionists, men who do things, men who bring things to pass...." - Arthur Harold Parker

The 8th Annual MLK Day 5K Drum Run - Birmingham is a community-based, family fun celebration of the Dr. Martin Luther King Jr. Holiday. On Saturday, January 13, 2024, the 5K/10K (8am) and the 1 Mile Fun Run/Walk (9am) starts and finishes on the streets of Birmingham, Alabama at History Park in the Fourth Avenue Business District of the historical Birmingham Civil Rights District.

Run/Walk participants will celebrate the meaning of this National Holiday with fun and fitness. Entrants come from diverse populations that include all demographics, races, cultures, genders, and creeds. The race features drumline musicians from metro Birmingham area schools and community organizations, which will perform along the full racecourse to motivate runners and walkers as they make their way. Donations will be issued to each drumline organization for their participation and to assist with their music programs. We also encourage faith based, nonprofits, community organizations and businesses to use the race as a fundraiser for their community-oriented initiatives. When each approved organization signs up as a team, we will return \$5 of each team member's registration fee to their agency for use in their community efforts of its choice.

The race is hosted by The Leftover Energy Foundation Inc. (LEFI), a 501(c)(3) non-profit that provides charitable and philanthropic support to individuals, communities and organizations that specialize in music and arts. Since the inception of the MLK Day 5K Drum Run - Birmingham, LEFI along with the generous support from our participants and sponsors have:

- Awarded \$18K in scholarships to graduating high school seniors
- Donated \$9K in assistance to metro Birmingham school music programs
- Donated \$5K to local nonprofit/community/social organizations that registered as team beneficiaries for the MLK Day 5K Drum Run Birmingham

For this year's 8<sup>th</sup> Annual race, we will continue our tradition in awarding the Drumline Scholarships to participating drumline 2024 graduating high school seniors!!

Join us this year by helping our beloved metro Birmingham community commemorate the life, legacy and spirit of Dr. Martin Luther King, Jr. Your support matters. Promote your organization and align your brand to Birmingham's annual first 1-Mile, 5K and now 10K run/walk race of the year! Let us celebrate our families, health, the youth, and our diverse communities through this fun and beloved annual Inspire, Fitness, and Fellowship event!

www.mlkday5kbham.com

## INSPIRE—FITNESS—FELLOWSHIP

The Leftover Energy Foundation Inc., is a non-profit organization, organized and operating exclusively for the educational and charitable purposes in accordance with the exempt purpose set forth by the Internal Revenue Code 501(c)(3).

SPONSORSHIP LEVELS		OFFICIAL TIMING	START / FINISH LINE \$3000		INSPIRE	FITNESS \$1000	FELLOWSHIP \$500	MILE MARKER \$250	WATER /SNACK \$150
Complimentary		10	10	T	T	T	+0	T U -	T U -
Registrations 5K/10K & 1 Mile	***				_1_				
Fun/Run Premium Visible	~ ~ ~ ~	10 10	10 10	77	7 7	5 5	3 3		
Volunteer Locations	****	30 ppl	30 ppl	20 ppl	20 ppl	10 ppl			
Logo on Front of	X	<u>50 pp</u>	<u>50 pp</u>		20 ppi				
Logo on Front of Volunteer T-shirt				X					
Logo on Back of T-Shirt		X Top Tier	X Top Tier	X Top Tier	X Top Tier	X	x		
Social Media Mention	х	X	X	X	X	Х	Х	х	Х
Company name &	Λ	Λ	Λ	Λ	Λ	Λ	Λ	Λ	Λ
logo included in race postings on social media									
outlets and media promotions	Х	Х	Х	х	Х	Х			
Placement of signage with com- pany logo along race course mile markers	X							X	
Placement of signage with company logo at water/snack stops	X								x
Promo materials in goodie bag		X	X	X	X	X	X		
Post Race table for product/ service promo- tions sample give-									
aways	Х	Х	Х	Х	Х	Х			
Listed as the Starting Line or Finish Line Sponsor on event banner with name and logo			X						
Listed as Official Timing Sponsor with name and logo at the Results		X							
Table Presenting Host of Sponsor		Λ							
Reception	Х								
Company name & logo on entry									
forms	Х	Х	X	Х	Х	Х			
Top tier of all promotion mate-									
rials (website, flyers.)	Х	Х	Х	Х	Х				
Speaking opportunity at race and sponsor									
reception		X	X	Х	X				
Logo displayed on website			X (clickable link)	X (clickable link)	X (clickable link)	X (clickable link)	X (clickable link)	Х	Х

#### 2024 MLK Day 5K Drum Run – Birmingham Sponsorship Form

Organization Name:	
Address:	
City, State, Zip Code:	
Website:	
Contact Person:	
Contact Email:	
Contact Phone #:	
Contact Person Signature:	Date:
1. Sponsorship Level (Please circle):	

\*\*TITLE\*\* OFFICIAL TIMING START/FINISH INSPIRE VOLUNTEER T-SHIRT

#### FITNESS FELLOWSHIP MILE MARKER WATER/SNACKS

PLEASE CONTACT THE RACE DIRECTOR FOR QUESTIONS OR ADDITIONAL SPONSORSHIP INFORMATION/REQUESTS, INCLUDING \*\*TITLE SPONSORSHIP.

TITLE Sponsorship must be confirmed no later than 10/31/2023.

- 2. Will plan to send materials / giveaways to be distributed at the race: YES NO
- 3. Will plan to set up a booth at the race: YES NO
- 4. Will plan on having volunteers participating at Premium Visible Volunteer Locations: YES NO

#### Deadline to contact Race Director to confirm & select Premium Visible Volunteer Locations is 01/03/24.

5. Sponsors can choose to have plain text of the company name or company logo. Please write your company name exactly how you would like it to appear on MLK Day 5K Drum Run Birmingham correspondence:

For the best representation of your company's logo, please submit a **vector file of your company**/ **organization logo** in either .ai or .eps file format to info@leftoverenergy.com. NOTE, logos for t-shirts will be printed only in one color. <u>Deadline for logos for T-shirts is 01/03/2024.</u>

6. Sponsors that receive complementary 5K/10K race entries as part of their sponsorship level will receive specific registration instructions from the Race Director Herman Mannings III. He can be reached at info@leftoverenergy.com or (470) 444-9844. The race website is <a href="https://www.mlkday5kbham.com">www.mlkday5kbham.com</a> .

7. Make checks payable to: "The Leftover Energy Foundation Inc." P.O. Box 382901, Birmingham, AL 35238. Electronic payments can be arranged and will include the electronic processing fees.

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