

Inspire

Fitness

6th Ave N

Fellowship

16th St N

e N



INVERHILL
MLK'Day5K
DRUM RUN
BIRMINGHAM

16th St N

There is more power in unity than division

- CONGRESSMAN EMANUEL CLEAVER, II

The *MLK Day 5K Drum Run* is a community-based celebration of the Martin Luther King Jr. Holiday. On Saturday, January 14, 2017, at 8 am the 5K starts and finishes in Kelly Ingram Park located within the Civil Rights District in Birmingham, Alabama. 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.

Birmingham, Alabama is the cradle of the Civil Rights Movement that continues to blossom as a diverse city with emerging and progressive citizens. The running community, which encourages fitness and fun for all groups, continues to evolve in the city.

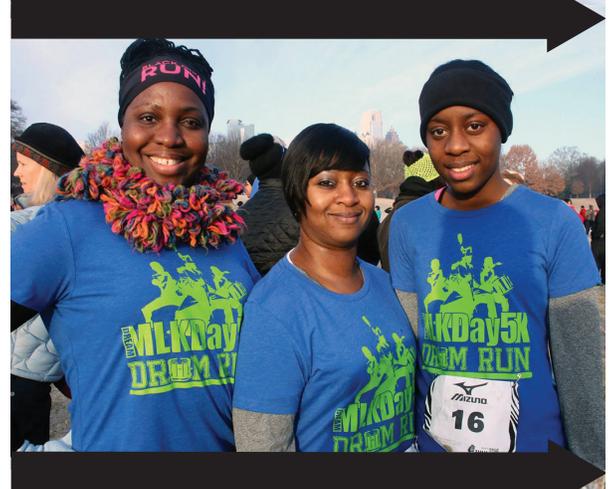
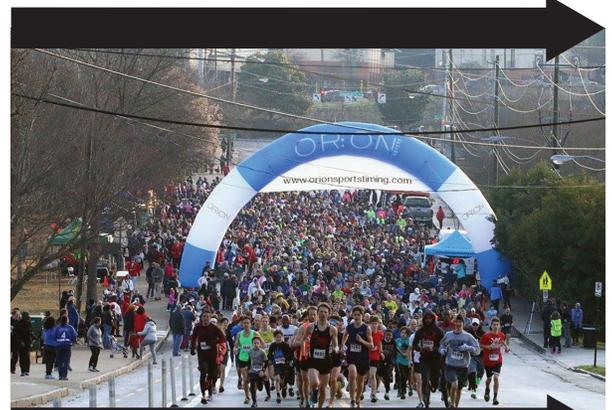
The race features a lineup of drumline musicians from Birmingham area schools that will perform along the full race course to motivate runners and walkers as they make their way. We also encourage churches, community organizations and businesses to use the race as a fundraiser for their community-oriented initiatives. When each approved nonprofit organization signs up as a team, \$5 of each team member's registration fee will be returned to their agency for use in community efforts of its choice. Also, each drumline will receive a donation to their band booster association.

The race day activities include a warm up, live music, professional timing, sponsor booths and the race goodie bag with the official *MLK DAY 5K Drum Run* shirt for all race entrants.

Sponsorship opportunities are available for local and distant businesses and corporations to get involved and show Birmingham, Alabama, and the United States its commitment to Community Outreach. For more info, please visit the official website to register as an individual or team, signup to volunteer, and make the commitment to become a sponsor:

www.mlkday5kbham.com

To talk to the Race Director directly, call H.Mannings III at 404-545-3732 or contact him via email at leftoverenergy@gmail.com



MLK DAY 5K Drum Run

BIRMINGHAM 2017 SPONSORSHIP LEVELS

Inspire \$2,000

- Company name & logo at the top of all promotional materials, including participant t-shirts and banners (One t-shirt per participant and volunteers, distribution of 1,000 24x18 inch banners throughout schools, churches and businesses)
- Company flyer/brochure/coupon in the MLK Day 5K Drum Run Race Bag
- Post-race table for product/service promotion and sample giveaways
- Company name & logo included in race postings on social media outlets and promotions (estimated 100,000 unique visits to websites). Distribution of company name/logo on fliers to City of Birmingham schools, local churches, local running stores & gyms, and other local businesses
- Company name & logo on entry forms (20,000 distributed)
- Ten complimentary race entries

Fitness \$1,000

- Company name & logo on all promotional materials, including participant t-shirts and banners (One t-shirt per participant and volunteers, distribution of 250 24x18 inch banners throughout schools, churches and businesses)
- Company flyer/brochure/coupon in the MLK Day 5K Drum Run Race Bag
- Post-race table for product/service promotion and sample giveaways
- Company name/logo included in race postings on social media outlets and promotions (estimated 100,000 unique visits to websites). Distribution of company name/logo on fliers to City of Birmingham schools, local churches, local running stores & gyms, and other local businesses
- Company name & logo on entry forms (20,000 distributed)
- Five complimentary race entries

Fellowship \$500

- Company name included on all promotional materials, including website and banners (distribution of 1,000 24x18 inch banners throughout schools, churches and businesses)
- Company flyer/brochure/coupon in the MLK Day 5K Race Bag
- Company name included in race postings on social media outlets and promotions (estimated 100,000 unique visits to websites). Distribution of company name on fliers to City of Birmingham schools, local churches, local running stores & gyms, and other local businesses
- Company name on entry forms (20,000 distributed)
- Three complimentary race entries

Mile Marker \$250

- Placement of signage with company logo at 1 or 2-mile marker

Water Stop \$150

- Placement of signage with company logo at water stop

MLK DAY 5K Drum Run BIRMINGHAM SPONSORSHIP FORM

Organization Name: _____

Address: _____ City, State, Zip Code: _____

Website: _____

Contact Person: _____ Contact Person Signature: _____

Contact Email: _____ Contact Phone #: _____

1. SPONSORSHIP LEVEL (PLEASE CIRCLE):

TITLE *	INSPIRE \$2000	FITNESS \$1000	FELLOWSHIP \$500	MILE MARKER \$250	WATER STOP \$150
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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. Sponsor can choose to have plain text of company name or company logo. **Please write your company name exactly how you would like it to appear on website, signage, etc.:**

Submit high resolution (150 - 300 dpi) file of company logo to Sand@LeftoverEnergy.com, in one the following formats: ai, eps, pdf, png, psd, tif (***Note logos for t-shirts will be printed only in one color.**)

5. Participants that receive complimentary race entries as part of their sponsorship can register for the 5K by providing participant information to Herman Mannings III at Info@LeftoverEnergy.com

6. Make checks payable to **Leftover Energy LLC** and mail to P.O. Box address below.

*Please contact Herman Mannings III for questions or additional sponsorship information, including Title Sponsorship at:

Leftover Energy

Social Responsibility Event Management Solutions
Document & Media Design Education Consulting

(470) 444-9844

P.O. Box 382901

Birmingham, AL 35238

info@leftoverenergy.com

FB: leftoverenergy

Twitter: @leftoverenergy

leftoverenergy.com