

Center for Growing Talent by PMA 5K Race for Talent
at Fresh Summit Convention + Expo
Dallas, TX
Friday, October 16, 2020

Benefits for all sponsorships

- Recognition of company logo to be displayed on signage at the event
- Recognition of company logo to be displayed on the Center for Growing Talent website
- Recognition of company name in the Fresh Summit Show Directory distributed to attendees
- Recognition of company logo or name on the PMA website

5K Race for Talent: Fresh Summit

Bottled Water Sponsor

October 16, 2020

Exclusive Sponsorship: **\$3,200 (US\$)**

(tax-deductible amount = \$3,200)

Benefits include:

- Recognition of company logo (one-color) to be featured on the bottles of water provided to all race participants at the event
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Champion Sponsor

October 16, 2020

Eight (8) Co-sponsorships: **\$8,000 (US\$)** each

(tax-deductible amount = \$8,000, value of goods & services = \$350)

Benefits include:

- Ten (10) complimentary race registrations for the event
 - Registration form provided by the Center for Growing Talent
 - Registrations must be returned by September 12 to the Center for Growing Talent
 - If you would like to decline benefit please notify the Center for Growing Talent by email at mhoffman@centerforgrowingtalent.org
- Recognition of company logo (full-color) to be featured on the finish line banner at the event
- Opportunity to provide a take-home item in the race gift bag distributed to race registrants
 - May not include advertising message or call to action
 - Item provided by Sponsor(s) to be approved by and delivered to the Center for Growing Talent by September 12
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Champion Sponsor with Food Truck*

October 16, 2020

Exclusive Sponsorship: **\$10,000** (US\$) each

(tax-deductible amount = \$9,600, value of goods & services = \$400)

Benefits include:

- Ten (10) complimentary race registrations for the event
 - Registration form provided by the Center for Growing Talent
 - Registrations must be returned by September 12 to the Center for Growing Talent
 - If you would like to decline benefit please notify the Center for Growing Talent by email at mhoffman@pmafoundation.com
- Recognition of company logo as one of the Champion Sponsors to be featured on the finish line banner at the event, PMA and Center for Growing Talent websites, event sponsor signage, and on the back of the race t-shirt distributed to race registrants
- Opportunity for your company to provide product post-race served from food truck parked at specified location. Food truck would need to arrive to venue at 5:30 am and cannot depart until 8:45 am.
- Opportunity to provide a take-home item in the race gift bag distributed to race registrants
 - May not include advertising message or call to action
 - Item provided by Sponsor to be approved by and delivered to the Center for Growing Talent by September 12
- Recognition of company name in the Fresh Summit Show Directory distributed to attendees

*Pricing and availability may change based on location

Center for Growing Talent

5K Race for Talent: Fresh Summit

Finish Line Sponsor

October 16, 2020

Exclusive Sponsorship: **\$2,200** (US\$) (plus product)

(tax-deductible amount = \$2,200)

Benefits include:

- Opportunity for company to decorate the finish line with your company's brand
 - Sponsor is responsible for designing (specs provided by Center for Growing Talent), supplying materials (ex: balloons can include company logo but may not include a call to action or advertising message) and building the finish line the morning of the race from 4:30 – 5:30 a.m.
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Finisher Awards Sponsor

October 16, 2020

Exclusive Sponsorship: **\$3,200** (US\$)

(tax-deductible amount = \$3,200)

Benefits include:

- Recognition of company logo (full-color) to be featured on one side of the finishers to be distributed to finishers after they cross the finish line
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Reflective Race Bracelet Sponsor

October 16, 2020

Exclusive Sponsorship: **\$3,800** (US\$)

(tax-deductible amount = \$3,800)

Benefits include:

- Recognition of company name to be featured on the bracelet distributed to race registrants
 - One-color or embossed imprint area is 2 ½" wide by ½" tall
 - May not include a call to action or advertising message
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Packet Pick-up Giveaway Sponsor

October 16, 2020

Exclusive Sponsorship: **\$2,500** (US\$) (plus product)

(tax-deductible amount = \$2,500)

Benefits include:

- Recognition of company logo to be featured on a Giveaway item distributed to race registrants at Packet Pick-up on Friday, October 16
 - Item provided by Sponsor to be approved by, and delivered to, the Center for Growing Talent by September 12
 - May not contain advertising message or call to action
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Photo Booth Sponsor

October 16, 2020

Exclusive Sponsorship: **\$3,500** (US\$)

(tax-deductible amount = \$3,500)

Benefits include:

- Recognition of company logo to be featured on signage at the photo booth location
- Recognition of company logo to be displayed on each printed souvenir photo taken by race participants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Post-Race Refreshment Sponsor

October 16, 2020

Eight (8) Co-sponsorships: **\$3,200** (US\$) each

(tax-deductible amount = \$3,200)

Benefits include:

- Opportunity for company to provide post-race product as part of the refreshment table snacks provided to race participants
 - Product is supplied by the Sponsor(s) and delivery arrangements made directly with Center for Growing Talent staff
- Recognition of company logo to be featured on signage at the post-race refreshment table
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

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5K Race for Talent: Fresh Summit

Race Bag Sponsor

October 16, 2020

Exclusive Sponsorship: **\$5,800** (US\$)

(tax-deductible amount = \$5,800)

Benefits include:

- Recognition of company logo (one-color) to be featured on one side of the race bag distributed to race registrants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Race Direction Sponsor

October 16, 2020

Exclusive Sponsorship: **\$3,000** (US\$)

(tax-deductible amount = \$3,000)

Benefits include:

- Recognition of company logo to be displayed on directional signage to the race start and on event information distributed to race registrants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Race Towel Sponsor

October 16, 2020

Exclusive Sponsorship: **\$4,000** (US\$)

(tax-deductible amount = \$4,000)

Benefits include:

- Recognition of company logo (full-color) to be featured on the race towel distributed to race registrants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

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5K Race for Talent: Fresh Summit

Runners' Bib Sponsor

October 16, 2020

Exclusive Sponsorship: **\$4,200**

(tax-deductible amount = \$4,200)

Benefits include:

- Recognition of company logo (full-color) to be featured on the souvenir runners' bib worn by race participants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Sports Water Bottle Sponsor

October 16, 2020

Exclusive Sponsorship: **\$4,400** (US\$)

(tax-deductible amount = \$4,400)

Benefits include:

- Recognition of company logo (one-color) to be featured on the sports water bottle distributed to race registrants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Support Sponsor

October 16, 2020

Unlimited Co-sponsorships: **\$1,000** (US\$) each

(tax-deductible amount = \$1,000)

Benefits include:

- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

Center for Growing Talent

5K Race for Talent: Fresh Summit

Time, Distance & Results Sponsor

October 16, 2020

Exclusive Sponsorship: **\$5,000** (US\$)

(tax-deductible amount = \$5,000)

Benefits include:

- Recognition of company logo to be displayed on the mile markers, on the time clock at the finish line and on the result boards displayed at the race awards ceremony as well as the information desk for Fresh Summit
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

