



CHAPMAN 
partnership
Empowering the Homeless



RunWild

5K RUN/WALK

presented by

 OCEAN BANK

2017 SPONSORSHIP PACKAGE

SATURDAY, MARCH 25 @ ZOO MIAMI

DATE: SATURDAY, MARCH 25, 2017

LOCATION: ZOO MIAMI

WWW.RUNWILD5KMIAMI.COM

The 7th Annual RunWild 5K Run/Walk is a day full of fun and activities for the whole family while raising much needed funds to support the life changing programs at Chapman Partnership! Last year, this family fun event attracted over 2,000 participants!

Stretching sessions, bounce houses, food, drinks, music and a beautiful 5K course along the zoo where giraffes, elephants and tigers will cheer you on as you run (or walk) WILD!

About Chapman Partnership

Chapman Partnership operates two Homeless Assistance Centers with 800 beds located in Miami and Homestead. We help the homeless by providing a comprehensive support program that includes emergency housing, meals, health, dental and psychiatric care, day care, job training, job placement and assistance with securing stable housing.

Since 1995, Chapman Partnership has had 105,000 admissions including 21,000 children in Miami-Dade County and a 64% success rate of moving people from homelessness to self-sufficiency.

As the private sector partner of the Miami-Dade County Homeless Trust, we have continually been recognized as a national model for our comprehensive approach to helping the homeless.

At Chapman Partnership we empower men, women and children experiencing homelessness to build a positive future by providing the resources and assistance critical to growth and independence.



BENEFITS OF SPONSORSHIP

As one of Miami's premier 5K Run/Walk events, the RunWild 5K draws participants from all age groups and from throughout Miami and South Florida.

RunWild 5K has a website with easy access to all event and sponsor information, including hyperlinks to your website. Opportunities range from title sponsor to in-kind and every level in between.

Benefits of sponsorship are largely determined by the level, but all sponsors logos receive visibility in marketing collateral material, race day signage and on our RunWild 5K dedicated website. The RunWild 5K website had more than 20,000 views by 2,000 registered runners / walkers in 2016.

www.runwild5kmiami.com



EVENT DEMOGRAPHICS

2016



NUMBER OF PARTICIPANTS:
2,000



40% Male



60% FEMALE



22% CHILDREN

Average Age: 35



NUMBER OF VOLUNTEERS: 100



MARKETING REACH

2017

The 2016 RunWild 5K had total of 3 million gross marketing impressions across Social Media, Print, Radio and TV media platforms. RunWild 5K was heavily promoted in the following media outlets:

- Active.com – the nation’s largest runner and 5K community website
- Dedicated E-mail Blasts
- Social Media (Facebook, Twitter, Instagram)
- Miami Herald
- NBC Comcast
- South Florida Runners World
- WQAM
- Community Newspapers

WEBSITE PRESENCE

RunWild 5K has a dedicated website (www.runwild5kmiami.com) where all race participants, team captains and volunteers must visit in order to register for the event. In 2016 the RunWild 5K website had more than 25,000 views. Sponsors logos with hyperlinks to their sites are included on the site as part of the marketing package and support.

SOCIAL MEDIA OUTREACH

As a Sponsor, you will also benefit from Social Media outreach and marketing including dedicated Tweets, Facebook and Instagram posts reaching an additional 80,000 social media audience members based on targeted demographic data.

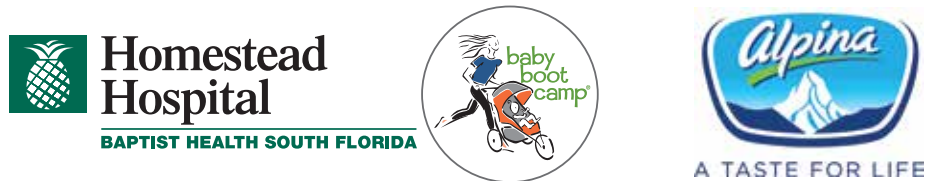
Your Social media team will be provided with an event hashtag and other Social Media tools to leverage your own participation.

2016 SPONSORS

presented by



J.N. McARTHUR FOUNDATION JAY AND RIVA STEINMAN



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

SECURED

WILSON
\$20,000

JAGUAR
\$15,000

LEOPARD
\$10,000

LYNX
\$5,000

CHEETAH
\$2,500

# OF FREE RACE ENTRIES	50	25	15	10	5
PRE-EVENT RECOGNITION					
Social Media Promotion (Facebook, Twitter, Instagram)	●	●	●	●	●
Website Presence	●	●	●	●	●
Email Blasts	●	●	●	●	●
Race Advertisements	●	●	●	●	●
Event Flyer	●	●	●	●	●
Press Release	●	●	●	●	●
ON-SITE RECOGNITION					
Program Inclusion	●	●	●	●	●
Branded VIP Tent at Entrance	●	●	●	●	●
Logo on Event Sponsor Banners	●	●	●	●	●
Logo on Front of Event T-Shirt	●	●	●	●	●
Logo along Race Course	●	●	●	●	●
Logo on Event Medal Lanyards	●	●	●	●	●
Corporate Item in Goody Bags	●	●	●	●	●
Logo on Back of Event T-Shirt	●	●	●	●	●
10x10 Space in Vendor Village	●	●	●	●	●
POST-EVENT RECOGNITION					
Outgoing Press Releases	●	●	●	●	●
Company Newsletter	●	●	●	●	●
Thank you Email Blast	●	●	●	●	●

OTHER SPONSORSHIP OPPORTUNITIES

Underwriting Opportunities

TIGER T-SHIRT SPONSOR - \$8,000

- Logo on 10x30 Thank You Stage Banner
- Name and Logo prominently displayed on T-shirt sleeve

REGISTRATION SPONSOR - \$7,000

- Logo on 10x30 Thank You Stage Banner
- Logo branded registration tent
- Logo on all Promotional Materials
- Logo on Event T-Shirt

Can't Make it?

Consider sponsoring a wellness check up for one of our residents **(\$257)**

COUGAR STAGE SPONSOR - \$5,000

- Logo on 10x30 Thank You Stage Banner
- Logo on Stage Skirt
- Logo on Event T-Shirt

PANTHER PHOTOGRAPHY SPONSOR - \$2,000

- Logo on 10x30 Thank You Stage Banner
- Logo presence on Final Event Images

BOBCAT WATER STATIONS SPONSOR - \$1,000 (Limit 3)

- Logo on 10x30 Thank You Stage Banner
- Company Signage on Water Stations

BECOME A VENDOR - \$500

- Booth/Tent Space in Prime Location
- Logo on Sponsor Banner
- Presence in front of 2,500+ Participants

TO BECOME A VENDOR, CONTACT 305-329-3092 OR RUNWILD5K@CHAPMANPARTNERSHIP.ORG



SPONSORSHIP COMMITMENT FORM



Sponsorship Opportunities

- ~~Lion Sponsor - \$25,000~~ **SECURED**
- Jaguar Sponsor- \$15,000
- Leopard Sponsor- \$10,000
- Lynx Sponsor- \$5,000
- Cheetah Course Sponsor- \$2,500

- Event Vendor- \$500

Additional Underwriting Opportunities

- Tiger T-Shirt Sponsor- \$8,000
- Registration Sponsor- \$7,000
- Cougar Stage Sponsor- \$5,000
- Panther Photography Sponsor- \$2,000
- Bobcat Water Sponsor- \$1,000

- One Wellness Visit for a Resident- \$257

Payment Information

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Social Media URL's _____

Payment Method (Checks made payable to Chapman Partnership)
Visa _____ MC _____ AMEX _____ DISCOVER _____
Credit Card # _____
CVV Code _____ Exp. Date _____
Name on Card _____
Signature _____