



2019 Diaper Dash 5K & Diaper Drive
Benefitting Sweet Cheeks Diaper Ministry
May 19, 2019

SPONSORSHIP PROPOSAL

We would like to invite your business to partner with Sweet Cheeks Diaper Ministry for our Inaugural Diaper Dash 5K & Diaper Drive to be held on Sunday, May 19, 2019 at Shelby Farms Park at 2:00 PM.

Sponsorship provides an ideal marketing opportunity for your business. We offer many levels of sponsorship and opportunities for involvement, as well as providing businesses with positive brand recognition. As a sponsor, you can be part of a fun athletic event that promotes health and awareness in our community and supports a local non-profit.

Race Overview

The Diaper Dash 5K is not only for competitive runners but also for families wanting to share a great outdoor experience. This will be the first race of its kind in Memphis, with hopes to attract more competitors every year. The race will be held at Shelby Farms Park and features a lovely, inviting, and scenic course.

After the race, there is a 25-yard Kids Dash and Fun Zone where children will show off their speed, face painting, bounce houses, etc. This special event will be a huge hit with spectators and participants alike.

About Sweet Cheeks Diaper Ministry

Sweet Cheeks Diaper Ministry provides diapers to families in need every month. We have donated over 100,000 diapers to families in need since 2014. There is still a huge need, more and more families are experiencing diaper need every day. Did you know that 1 in 3 families in Memphis struggle to afford diapers? Did you know that you can buy candy with food stamps, but diapers are classified with cigarettes and alcohol as disallowed purchases? Sweet Cheeks Diaper Ministry strives to ensure that every baby in Shelby County has enough diapers to stay clean, dry and healthy.

Sponsorship

Included below are the various levels of sponsorship available and the benefits. We welcome your consideration and would be happy to discuss sponsorship opportunities with you and how we can best meet your company's specific needs. Join us and help make a meaningful difference in the health and lives of the children and families.



Runner Sponsor - \$5,000 (one available)

- Largest logo on race shirts
- Largest logo on entry forms and posters
- Name included in all advertising and marketing efforts
- Name and logo included on race banner
- Logo and link on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag
- One 10 x 10 space at race "after party"

Walker Sponsor - \$2,500 (three available)

- Large logo on race shirts
- Large logo on entry forms and posters
- Name included in all advertising and marketing efforts
- Name and logo included on race banner
- Logo and link on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag
- One 10' x 10' space at race "after party"

Crawler Sponsor - \$1,500 (five available)

- Medium logo on race shirts
- Medium logo on entry forms and posters
- Name included in all advertising and marketing efforts
- Name and logo included on race banner
- Logo and link on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag
- One 10' x 10' space at race "after party"

Scooter Sponsor - \$1,000 (unlimited)

- Small logo on race shirts
- Small logo on entry forms and posters
- Name included in all advertising and marketing efforts
- Name and logo included on race banner
- Logo and link on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag

Bib Sponsor - \$500 (one available)

- Logo on race bibs
- Name on t-shirts
- Name on entry forms and posters
- Name included in all advertising and marketing efforts
- Name included on race banner
- Logo on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag



Mile Marker Sponsor - \$250 (three available)

- Logo on one of the mile markers
- Name on entry forms
- Name included in all advertising and marketing efforts
- Logo on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag

Water Station or Finish Line Sponsor - \$200 (two available)

- Logo on water station or finish line
- Name included in all advertising and marketing efforts
- Logo on the SCDM website
- Race-day recognition
- Invitation to provide item(s) for runner swag bag

Booth Sponsor - \$150 (unlimited)

- Set up your own 10' x 10' booth at race "after party"
- Race-day recognition



Contact Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone: _____ Fax: _____

Email: _____ Website _____

Yes! I (we) will sponsor Diaper Dash 5K & Diaper Drive at the following level:

- Runner Sponsor (\$5,000)
- Walker Sponsor (\$2,500)
- Crawler Sponsor (\$1,500)
- Scooter Sponsor (\$1,000)
- Bib Sponsor (\$500)
- Mile Marker Sponsor (\$250)
- Water Station or Finish Line Sponsor (\$200)
- Booth Sponsor (\$150)
- I wish to make a tax-deductible donation of \$ _____
- In lieu of a cash payment, I would like to make a product/service donation of _____ Value \$ _____

Please complete this form and return with your check made payable to Sweet Cheeks Diaper Ministry.

Sweet Cheeks Diaper Ministry
PO Box 3352
Cordova, TN 38088

Note: To ensure inclusion on all marketing materials please return form and your check no later than February 15, 2019. To ensure inclusion on t-shirts, please return form and your check no later than April 1, 2019. If you would like to pay card, let us know and we'll send an invoice. Questions? Please contact Cori Smith at cori.smith@sweetcheeksdiaperministry.org