SPONSORSHIP OPPORTUNITIES

OCTOBER 20, 2019

@Hamlin

WHY BE A SPONSOR?

ABOUT THE EVENT

The 2nd annual OktoBEARfest 5K Fun Run is a healthy, family-friendly event for every age that will help connect people throughout the Horizon West community. Some planned post-race event elements include food & beverage and retailer booths, Scholastic book fair, entertainment, raffles and games.

ABOUT THE CHARITY

Bears Who Care is a local 501(c)(3) charity, founded in 2008. We impact the lives of local children in need by providing comfort and promoting literacy through the donation of new teddy bears and books. Our mission is to engage imaginations through reading, temporarily relieve pain and create happy memories.

ABOUT THE LOCATION

Hamlin is a destination located in the center of Horizon West, the third fastest-growing master-planned community in the nation. It is a thoughtfully designed Southwest Orlando lakeside village for those who want to live well, dine, shop, play and enjoy the experiences they crave.

2018 EVENT HIGHLIGHTS

OktoBEARfest 5K Fun Run & Festival at Hamlin

BY THE NUMBERS | EVENT DATE: OCTOBER 20, 2018

300
PARTICIPANTS
243 Adults | 57 Youth

16
SPONSORS

6
VENDORS

MARKETING & EVENT SUPPORT

- **48** EVENT VOLUNTEERS
- **96** SIGNS & BANNERS
- **1,200** COLLATERAL PIECES
- **5,500** WEBSITE VISITS

$21,000
RAISED FOR BEARS WHO CARE

14,000
TEDDY BEARS & BOOKS FOR LOCAL KIDS IN NEED
7,000 Kids

110,358
SOCIAL MEDIA IMPRESSIONS

A 100% Volunteer, 501(c)(3) Charitable Organization

© 2018 Bears Who Care

98%
Participant Intent to Return*

*2018 OktoBEARfest 5K Post Event Participant survey

2019 EVENT DETAILS

REGISTRATION *

$30 Adult

$25 Child (ages 3-12)

* Includes t-shirt and finisher medal

Sunday
October 20, 2019

7:30 am – 10:00 am

Cinepolis Hamlin
Hamlin Town Center
Winter Garden, FL

2019 NEW EVENT ELEMENTS

1

Date moved from Saturday to SUNDAY

(survey feedback)

2

Scheduled Kid's Race with official medals

3

New Beer and Wine Garden Post-race

4

Major prize giveaway (airfare + hotel)

5

Sponsor participation at Hamlin Artisan Market

* New event elements subject to change

SPONSORSHIP OPTIONS

Sponsorship Benefits	Papa Bear $5,000	Mama Bear $2,500	Junior Bear $1,000	Baby Bear $500
# of Free Race Entries ($30 value each)	16	10	6	2
Presenting Sponsor with Event Logo	●			
Social Media Promotion	●	●	●	●
Event Website	●	●	●	●
Event Emails to Registrants	●	●	●	●
Event Flyers	●	●		
Dedicated Press Release	●			
Announcement at Start of Race	●			
Goody Bag Inclusion + Virtual Bag Offers	●	●	●	●
Logo on Front of Race T-Shirt	●			
Step and Repeat Banner for Event Photos	●			
Booth at Festival Pre- and Post-Race	●	●	●	●
Dedicated Mile Marker Sponsor (3 available)		●		
Logo Placement on T-Shirt Back		●	●	●

PAST EVENT SPONSORS

CONTACT US

BEARS WHO CARE

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#BearsWhoCare