

StarKid Virtual 5K Sponsorship Opportunities



The 14th Annual StarKid 5K and Family Fun Run has transitioned into a virtual event. The Virtual StarKid 5K will enable our supporters to stay active and engaged while raising critical funds for the Inova Children's Hospital. A sponsorship for the race is an excellent opportunity for organizations to show their support for the community's premier children's hospital.

For more information, visit us online at www.inovachildrens.org/5K.

\$50,000 StarKid Premier Sponsor (Presenting Sponsor)

- Logo prominently displayed as Presenting Sponsor on all promotional marketing materials
- Logo prominently displayed on sleeve of runner and volunteer t-shirts
- Dedicated social media mention
- Logo prominently displayed on private FB group banner and registration website
- Inova Well weekly FB Live work out mentions
- Registration of 50 runners

\$25,000 Big Bang 5k Training Program Sponsor

- Logo on post-event banner at the Children's Hospital
- Logo on the Inova 5k Training Program— materials and employee portal (18,000 employees)
- Logo prominently displayed on runner and volunteer t-shirts
- Logo prominently displayed on private FB group banner and registration website
- 2 Dedicated social media mentions
- Registration of 30 runners

\$15,000 T-shirt Sponsor

- Logo prominently displayed on runner and volunteer t-shirts
- Logo on post-event banner at the Children's Hospital
- Logo prominently displayed on private FB group banner and registration website
- 4 Dedicated social media mention
- Registration of 25 runners

\$10,000 Race Package Sponsor

- Logo displayed on race packages distributed to race participants
- Logo prominently displayed on private FB group banner and registration site
- Logo displayed on runner and volunteer t-shirts
- Logo on post-event banner at the Children's Hospital
- 2 Dedicated social media mention
- Registration of 20 runners

\$7,500 Kids Race Bib Sponsor

- Logo displayed on all race participant printable bibs
- 3 Social Media dedicated mention "Race Bib Art Activity sponsored by"
- Logo on post-event banner at the Children's Hospital
- Logo displayed on runner and volunteer t-shirts
- Logo prominently displayed on private FB group banner and registration site
- Registration of 10 runners

\$7,500 Medal Sponsor

- Logo on medal distributed to all participants
- Logo on post-event banner at the Children's Hospital
- Logo prominently displayed on private FB group banner and registration site
- Logo displayed on runner and volunteer t-shirts
- 3 Dedicated social media mention
- Registration of 10 runners

\$5,000 Facebook Celebrity LIVE Series Sponsor

- (4) Dedicated social media mentions including "Celebrity LIVE Series Sponsored by", logo recognition
- Logo on registration website
- Logo on post-event banner at the Children's Hospital
- Registration of 5 runners

\$5,000 Facebook Activity Zone Series Sponsor

- (4) Dedicated social media mentions including "Activity Zone Series Sponsored by"
- Logo on registration website
- Logo on post-event banner at the Children's Hospital
- Registration of 5 runners

\$3,500 Race Kick-off Sponsor

- Logo prominently displayed on private FB group banner and registration site
- Logo on post-event banner at the Children's Hospital
- (2) Dedicated social media mention including "Race Kick-Off Sponsored by"
- Registration of 6 runners

\$3,500 Facebook Photo Frame/Filter Sponsor

- (4) Dedicated social media mention including "Photo Filter Sponsored by"
- Logo on registration website
- Logo on post-event banner at the Children's Hospital
- Registration of 4 runners

\$3,000 Training Day Sponsor

- (3) Dedicated social media mentions including "Training Day Sponsored by" with logo
- Logo on registration website
- Logo on post-event banner at the Children's Hospital
- Registration of 3 runners

\$2,500 Facebook Stay Well Adult Series

- (2) Dedicated social media mentions including "Stay Well Adult Series Sponsored by", logo recognition
- Logo on registration website
- Logo on post-event banner at the Children's Hospital
- Registration of 2 runners

StarKid Virtual 5K Sponsorship Opportunities Continued

\$2,500 Facebook Stay Well Kids Series

- (2) Dedicated social media mentions including “Stay Well Kids Series Sponsored by”, logo recognition
- Logo on registration website
- Logo on post-event banner at the Children’s Hospital
- Registration of 2 runners

\$1,000 Facebook Hospital Update Series

- (2) Dedicated social media mentions including “Stay Hospital Update Series Sponsored by”
- Logo on registration website
- Logo on post-event banner at the Children’s Hospital

\$1,500 Playlist Sponsor

- (4) Social Media dedicated mention “Playlist sponsored by”
- Logo on registration website
- Logo on post-event banner at the Children’s Hospital

\$500 Space Station Sponsor (Multiple opportunities!)

- Logo on registration website
- Logo on post-event banner at the Children’s Hospital

You can now purchase your sponsorship or make a donation online at www.inovachildrens.org/5K

Sponsorships are tax deductible to the extent permissible by law. A gift acknowledgement letter with your tax deduction will be forthcoming once we have received payment for your sponsorship.

I wish to support Inova Children’s Hospital by designating my gift to: _____

Sponsor Name _____ Primary Contact _____

(As it should appear in print and online)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Please contact me to pay by credit card

I will send/enclosed is a check payable to:

Inova Health Foundation
8110 Gatehouse Road, Suite 200 East
Falls Church, VA 22042

Please return form to:

Meagan Kleess | Development Manager, Foundation Events
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