

## 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](http://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

☐ **\$1,500 Playlist Sponsor**

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

☐ **\$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

☐ **\$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](http://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  
T: 703-645-2702 | F: 703-289-2073 | [Meagan.Kleess@inova.org](mailto:Meagan.Kleess@inova.org)

