

Live the “Green” Way LIQUID COLOR 5K

Hosted by The Jennifer Green Foundation

9th ANNUAL 5k RUN/WALK Sponsorship Packet



“DON’T YOU REALIZE THAT IN A RACE EVERYONE RUNS, BUT ONLY ONE PERSON GETS THE PRIZE? SO RUN TO WIN! ALL ATHLETES ARE DISCIPLINED IN THEIR TRAINING. THEY DO IT TO WIN A PRIZE THAT WILL FADE AWAY, BUT WE DO IT FOR AN ETERNAL PRIZE. SO I RUN WITH PURPOSE IN EVERY STEP.”

~1 CORINTHIANS 9:24-26

Funds raised will benefit Special Needs Programs in
Robertson County, Tennessee.

Live the “Green” Way LIQUID COLOR 5K

Dear Prospective Sponsor,

For the past 8 years, businesses like yours have received promotional marketing exposure and have given back to the community by becoming sponsors of the Live the “Green” Way 5K.

We average over 200-300 participants. This year we are continuing the “LIQUID COLOR RUN” to our 5K as well as the pre-race packet pickup event, and continuing the Community Vendor Fair. We are predicting a dramatic increase in participants this year. We are expecting well over 200 participants for the **Live the “Green” Way LIQUID COLOR 5K on Saturday, May 23, 2020.**

We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant. Expose your business in newspaper & media advertising, reaching thousands of recipients through printed collateral items, T-shirts, banners, exhibit spaces, and much more. We have provided details of all your sponsorship benefits in this packet and hope you join us for this worthwhile community event.

**Please submit the enclosed Sponsorship Contract
prior to May 2, 2020 to be included in all promotional material.**

For the past seven years, Live the “Green” Way 5K has raised money for Special Education in Robertson County. Funds were distributed to almost every special needs elementary, middle, and high school classroom in Robertson County, providing many needed supplies including a fully stocked kitchen with new appliances. These children are often the smallest part of the school’s budget yet they have the largest need.

This event is to honor the memory of Jennifer Green. In 2012, Jennifer passed away suddenly leaving her children, husband, family and friends mourning her loss. It was through that tragedy that we formed the foundation. Jennifer was an amazing Christian mother of four, of which the oldest has special needs. Anyone who ever met her loved her. She was never without a smile on her face. She also loved children and they loved her. Besides her faith and her family, Jennifer had two other passions: running and helping children with special needs.

If you have any questions or would like more information, please contact Elizabeth Gregory at (615)389-3499 or JenniferGreenFoundation@gmail.com. Follow us and watch how we promote our sponsors at www.Facebook.com/jennifergreenfoundation .

We look forward to working with you on the 2020 Live the “Green” Way LIQUID COLOR 5K.

Sincerely,

Elizabeth Gregory

Elizabeth Gregory
President/Race Director
Jennifer Green Foundation



Live The “Green” Way

Live the “Green” Way LIQUID COLOR 5K

2020 Event Details

What:

9th Annual Live the “Green” Way LIQUID COLOR 5K

When:

Friday, May 22, 2020 5pm-8 pm (Night Before Packet Pick-up Event)

Saturday, May 23, 2020 8 am-11 am (5K)

Where:

Robertson County Fairgrounds

4635 Highway 41 North, Springfield, TN 37172

Who:

Jennifer Green Foundation

President/Race Director: Elizabeth Gregory

Vice President: Bobby Green

How:

Early Registration (ends 4/26/20):

\$25 Adults

\$20 Child/Senior

\$70 Groups—max of 4. After 4 you can add additional members for discount of \$5 per Participant (Must register groups with brochure)

Price After 4/26/20:

\$35 Adults

\$30 Child/Senior

Group rates –unavailable

Event Description:

Live the “Green” Way 5k: **Saturday, May 23, 2020 at 8am!** This year we are continuing the **Liquid Color Run!** No worries if you don’t want to get sprayed, we will have a “Splash-Free” Zone! We are also starting from the Robertson County Fairgrounds. Please check our Facebook page and website for more information and updates.

Also, we are having a FREE packet pick-up, pre-race event the night before (Friday, May 22, 2020 5pm-8pm). We are again having a Community Vendor Fair. Come check out local vendors at our first outdoor vendor fair, where they will be selling their crafts and other items, along with entertainment, silent auction, booths, games, food, and much more! We will be selling **BBQ plates for \$10**. You may purchase BBQ tickets with a foundation member or at the event.

Live the “Green” Way LIQUID COLOR 5K

2020 Sponsorship Opportunities

Presenting (\$2500)

- Premier logo placement on all event publications, signage, t-shirts, print advertising, Facebook and web site –logo placement on **front page** with link to company website
- Mention in all public service announcements
- Recognition in all e-communication to race participants
- Company logo on Start/Finish line banner
- Signage with company logo placed at water stop
- Five race registrations and three additional shirts

Platinum (\$1000)

- Logo placement on all event publications, signage, t-shirts, print advertising, Facebook and web site –logo placement on **front page** with link to company website
- Three race registrations and three additional shirts

Gold (\$500)

- Logo placement on all event publications, signage, t-shirts, Facebook and web site – logo placement on **sponsor page** and link to company website
- Two race registrations and two additional shirts

Silver (\$250)

- Logo placement on t-shirts, and web site – logo placement on **sponsor page**
- One race registration and one additional shirt

Bronze (\$150)

- Name placement on t-shirts

****Please send in your registrations (if applicable) by 5/2/20****

Live the “Green” Way **LIQUID COLOR 5K**

2020 Sponsorship Opportunities

Media Partner (Promote event through TV, radio or print)

- Logo placement on event publications, t-shirts, and web-site –logo placement on sponsor page -with link to web
- Two race registrations and two additional shirts

Supporting (Donation of Goods or Services)

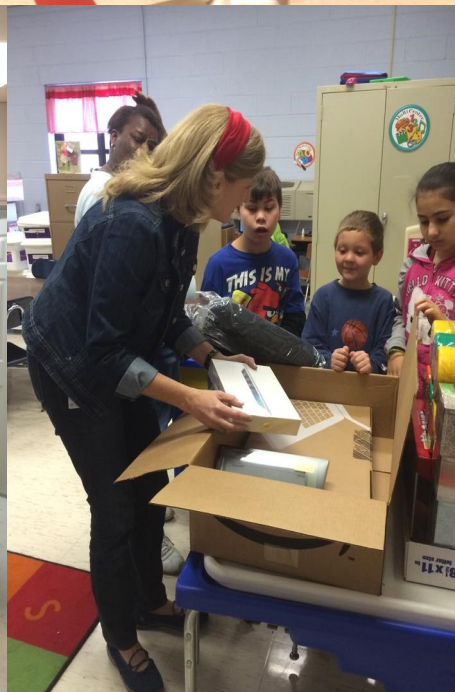
- Some or all of the above may apply depending on value of donation

Form a Team

Rally your company together and form a team to participate in the run. A team consists of 4 or more people and may include co-workers, friends and family.

Live the "Green" Way LIQUID COLOR 5K

See what your donation does for our community!



Live the "Green" Way LIQUID COLOR 5K

2020 Sponsor Contract

Company/Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email: _____

Sponsor Name (as it should appear in print): _____

Please email your logo or picture to jennifergreenfoundation@gmail.com by **May 2, 2020**.

Sponsorship Opportunities:

- | | |
|--|--------|
| <input type="checkbox"/> Presenting | \$2500 |
| <input type="checkbox"/> Platinum | \$1000 |
| <input type="checkbox"/> Gold | \$500 |
| <input type="checkbox"/> Silver | \$250 |
| <input type="checkbox"/> Bronze | \$150 |
| <input type="checkbox"/> Media Partner | |

Donation: \$ _____

Supporting Sponsor— Donation:

Value: \$ _____

Description: _____

Would you like your sponsorship level to remain anonymous?

- Yes No

Sponsor Amount: \$ _____

Check #: _____

(payable to Jennifer Green Foundation)

Please return sponsor contract to:

Jennifer Green Foundation
Attn: Elizabeth Gregory
P.O. Box 928
Springfield, TN 37172
615.389.3499
jennifergreenfoundation@gmail.com

**Thank you for supporting
The Jennifer Green Foundation!**



www.jennifergreenfoundation.org