

# Live the “Green” Way LIQUID COLOR 5K

Hosted by The Jennifer Green Foundation

## 13th 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 11 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 150-200 participants. This year we are continuing the “LIQUID COLOR RUN” to our 5K. We are expecting well over 200 participants for the **Live the “Green” Way LIQUID COLOR 5K on Saturday, May 25, 2024.**

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 1, 2024 to be included in all promotional material.**

For the past eleven years, Live the “Green” Way LIQUID COLOR 5K has raised money for Special Education in Robertson County. Funds have been 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. We took those two passions and created our foundation and 5k.

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

We look forward to working with you on the 2024 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

## 2024 Event Details

### What:

13th Annual Live the “Green” Way LIQUID COLOR 5K

### When:

Friday, May 24, 2024 4pm-7 pm (Packet Pick-up)

Saturday, May 25, 2024 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 4/25/24):

\$30 Adults

\$25 Child/Senior

\$100 Groups—max of 4. After 4 you can add additional members for discount of \$5 per Participant (Must register groups with brochure)

Price After 4/25/24:

\$35 Adults

\$30 Child/Senior

Group rates –unavailable

Price After 5/20/24:

\$40 Adults

\$35 Child/Senior

Group rates –unavailable

### Event Description:

Live the “Green” Way 5k: **Saturday, May 25, 2024 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.

Packet Pick-up **Friday, May 24, 2024 4pm-7pm** at the Robertson County Fairgrounds.

Please check our Facebook page and website for more information and updates.

# Live the “Green” Way LIQUID COLOR 5K

## 2024 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 5/1/24\*\***

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

## 2024 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)

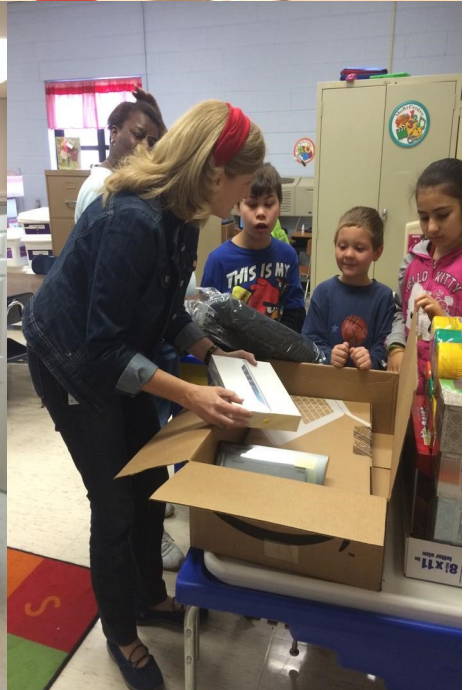
- Some or all of the above may apply depending on value of donation

### 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

## 2024 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](mailto:jennifergreenfoundation@gmail.com) by **May 1, 2024**.

### 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](mailto:jennifergreenfoundation@gmail.com)

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



[www.jennifergreenfoundation.org](http://www.jennifergreenfoundation.org)