



Hello,

We cordially invite you to participate as a sponsor of our inaugural NAMI Kern County 5K Run. The proceeds from this event will benefit our signature programs and services. We offer education classes, support group meetings, clubs on high school campuses and special event throughout the year. All of our services are offered at no cost to individuals living in Kern County.

Your sponsorship helps defray the cost of organizing the 5K Run, which includes the purchase of t-shirts for registered walkers, awards, complimentary water and snacks for each race participant. Additional monies from sponsorships will go toward our fundraising goal of \$20, 000.

There are various levels of sponsorships for the NAMI Kern County 5K Run. The size and placement of logos on the t-shirts and website are based on sponsorship levels. Please see the following pages to view the breakdown of available slots and benefits.

All sponsorship information should be mailed to NAMI Kern County, P.O. Box 9144, Bakersfield CA 93389, no later than August 7, 2020. Please make checks payable to NAMI Kern County.

Thank you for your thoughtful consideration and for helping to make this a successful event. We truly appreciate your support.

Sincerely,

Sharon Woolfolk  
NAMI Kern County President

## Sponsorship Levels & Benefits

### Platinum Sponsorship: \$5,000

- Premium placement of company name or logo a top of race t-shirt
- Public mention during event at start of race and during closing ceremony
- Listed as Top Sponsor on website with logo and link
- Mention on Facebook as Top Sponsor
- Banner or merchandise (provided by sponsor) displayed at race
- 10 complimentary race entries

### Gold Sponsor: \$2,500

- Logo on back of race t-shirt
- Public mention during event at start of race and during closing ceremony
- Listed as sponsor on website with logo and link
- Mention on Facebook
- Banner or merchandise (provided by sponsor) displayed at race
- 8 Complimentary race entries

### Silver Sponsor: \$1,000

- Logo on back of race t-shirt
- Banner or merchandise (provided by sponsor) displayed at race
- Listed as sponsor on website with logo and link
- 5 complimentary race entries

### Bronze Sponsor: \$500

- Logo on back of race t-shirt
- Listed as sponsor on website
- 3 complimentary race entries

### Booster Sponsor: \$250

- Recognition on back of race t-shirt
- Listed as sponsor on website

### Water Station Sponsor: \$200 (limited spots available)

- Signage with company name at all water stations
- Listed as sponsor on website

### Mile Marker Sponsor: \$150 (Limited spots available)

- Signage with company name
- Listed as sponsor on website

## Sponsorship Contact & Information Form

Date: \_\_\_\_\_ Name/Contact Person: \_\_\_\_\_

Company/Organization; \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

1.Sponsorship level: (Circle one)

Platinum                      Gold                      Silver                      Bronze

Booster                      Water                      Mile Marker

2.We plan to send materials/ giveaways to be available for runners at the race:    Yes    No

3.Sponsors can choose to have company name or logo. Please write your company name exactly how you would like it to appear on the website, signage, etc.

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4.Artwork and logos should be submitted to [sharonwoolfolk730@gmail.com](mailto:sharonwoolfolk730@gmail.com) as follows:

- Logos for t-shirts will be printed in white and should be submitted as a vector file
- Logos for websites should be submitted as 72dpi JPEG or EPS files.

5.Participants that receive complimentary race entries, as part of their sponsorships, can register for the NAMI Kern County 5K Run by emailing participants' information to [sharonwoolfolk730@gmail.com](mailto:sharonwoolfolk730@gmail.com)

Please contact Sharon Woolfolk at (661)331-6137 or email [sharonwoolfolk730@gmail.com](mailto:sharonwoolfolk730@gmail.com) with questions or for additional information on sponsorships.

### **Thank you for your support!**

Please make checks payable to NAMI Kern County and mail to  
P.O. Box 9144  
Bakersfield, CA 93389

NAMI is a 501(c)3 organization. Your donation is tax deductible to the full extent allowed by law.  
Tax ID #77-0289372