



Teal Diva focuses on the mental and emotional health of those affected by a gynecologic cancer. Our goal is to meet our community where they are by connecting with newly diagnosed women, survivors, and their support network. Our programs include, but are not limited to active treatment support, celebrating survivorship, and honoring legacies, all while providing strength through connection. Teal Diva strives to touch every woman diagnosed with a gynecologic cancer. We honor and celebrate those who have joined or have been impacted by this unique sisterhood. Our shared stories foster strength, hope and resilience.

We are not specifically targeting the tumor. There are a lot of amazing organizations and people working on research. Our community outreach is designed to bring women together outside of the clinic as well as educate young women on the signs and symptoms of the disease.

We are requesting sponsorship for our 9th Annual 5k for Ovarian and Gynecologic Cancers on Saturday, May 6, 2023. The event will be held at McAlpine Park located at 8711 Monroe Rd., Charlotte, NC 28212. Proceeds from the 5k will allow Teal Diva to continue making a difference in the lives of those within the communities we serve through quality-of-life programming and community advocacy!

In this packet:

- Sponsorship Options
- Commitment Confirmation

Please review and reach out with any questions. Thank you for your consideration.

Sincerely,

Shannon Routh
Teal Diva Founder and CEO
Ovarian Cancer Survivor
1135 Four Lakes Dr., Ste A
Matthews, NC 28105
Shannon@tealdiva.org | 704.641.3109 (cell)
www.tealdiva.org

Teal Diva is a not for profit, charitable organization formed under Section 501(c)3 of the U.S. Internal Revenue Code. Donations to Teal Diva are tax-deductible as charitable contributions for US federal income tax purposes. There are no donation limits or restrictions on contributions to Teal Diva. Tax #: 80-0584066

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Presenting Sponsor - \$15,000 (1 available)

The Presenting Sponsor is a hallmark opportunity to present your company and brand at the 2023 5k event to participants both live and virtual. There is only one available.

benefits include:

- Listed as the Presenting Sponsor of the Teal Diva 5k event.
- Company/logo placement at top of 2023 collector's edition event t-shirt for registered participants
- Prominent logo/brand recognition on:
 - 2023 professional race video that will circulate on Social Media outlets
 - Our Reach:
 - Facebook: 10,000+
 - Twitter: 2,300+
 - Instagram: 2,400+
 - Linked In
 - You Tube
 - Event website
 - Media Announcements, Race Posters and Handouts
 - Email and Social Media Blasts
 - Race Bibs
 - Finisher Medal Ribbon (logo will be placed in one location)
 - Prominent location on Event Banner and Course Signage
- Race Day perks:
 - Speaking opportunity during Welcome and Closing remarks
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)

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Media Sponsor – \$7,500 (1 available)

This premium marketing opportunity is great for allowing our social media followers, race participants and their followers to see your logo/brand messaging whether they re-live race day, watch it for the first time or on repeat. On the Run Sign Up Photo link, each post-race photo will be branded with your logo.

benefits include:

- Prominent logo/brand recognition on:
 - 2023 post-race video that will circulate on social media outlets, our website, newsletter, and future marketing
 - Our reach:
 - Facebook: 10,000+
 - Twitter: 2,300+
 - Instagram: 2,500+
 - Linked In
 - You Tube
 - Additional logo recognition on:
 - 2023 collector's edition event t-shirt for registered participants
 - Race website
 - Post-race photos through the Run Sign Up Photo Link
 - Race Bib
 - Media Announcements, Race Posters and Handouts
 - Prominent location on Event Banner and Course Signage
 - Email and Social Media Blasts
- Race Day perks:
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)



Swag Bag Sponsor - \$6,000 (1 available)

The sponsorship that keeps on giving. Your company logo will be added to reusable swag bags given to in person participants. These bags are sourced and meet the requirements for stadium events and concerts.

benefits include:

- Prominent company logo displayed on reusable cinch sacks gifted to registered participants of the in-person race day event.
- Additional logo recognition on:
 - 2023 collector's edition event t-shirt for registered participants
 - Media Announcements, Race Posters and Handouts
 - Email and Social Media Blasts
 - Race Bib
 - Race website
 - Event Banner and Course Signage
- Race Day perks:
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)



Teal Bling Sponsor – \$3,500 (1 available)

We Divas love our Bling and we are not the only ones! This sponsorship will cover the cost of our coveted 2023 collector's edition finisher medals. Medals are custom designed for each race.

benefits include:

- Prominent display on Finisher Medal Ribbon
- Logo recognition on:
 - 2023 collector's edition event t-shirt for registered participants
 - Media Announcements, Race Posters and Handouts
 - Email and Social Media Blasts
 - Race website
 - Event Banner and Course Signage
- Race Day perks:
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)

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Memorial Sponsor - \$2,500

We Honor. We Remember. We walk in HER honor and memory. This opportunity allows us to pay homage to those who have passed away.

benefits include:

- Prominent logo display at the Memorial Wall
- Additional logo recognition on:
 - 2023 collector's edition event t-shirt for registered participants
 - Media Announcements, Race Posters and Handouts
 - Email and Social Media Blasts
 - Event Banner and Course Signage
- Race Day perks:
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)

Entertainment Sponsor - \$1500

The sponsorship is what gets the crowd moving! You are the FUN sponsor!

benefits include:

- Opportunity to promote your company logo in the DJ area
- Branded temporary tattoos given at the face painting booth
- Logo recognition on:
 - 2023 collector's edition event t-shirt for registered participants
 - Media announcements, race posters and handouts
 - Email and social media blasts
- Race Day perks:
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)

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Race Bib Sponsor – \$1,000 (4 available)

This is a very popular sponsorship level. Every participant receives a race bib making this a premium opportunity to display your logo and/or offer a discount/coupon to drive sales after the event.

benefits include:

- Opportunity to promote business on race bibs
- Logo recognition on:
 - 2023 collector's edition event t-shirt for registered participants
 - Media announcements, race posters and handouts
 - Email and social media blasts
- Race Day perks:
 - 10x10 tent displayed in vendor area (banner/marketing merchandise provided by you)
 - If your company chooses to set up a race day participant team and has at least 10 participants signed up, you will have an opportunity to set up 10x10 tent in Team **TEAL**-gating section with team packets sorted for your team's arrival (tent and tailgating items provided by you)

Community Partner Sponsor - \$500

Perfect for a small business wanting to get in front of a lot of people.

benefits include:

- Logo included on race website
- Company name listed on the 2023 collector's edition event t-shirt for registered participants
- Table placement in vendor area with marketing materials (provided by your company)
- Additional company name listed on:
 - Media Announcements, Race Posters and Handouts
 - Email and Social Media Blasts

Vendor Set Up - \$250

With a donation of the setup fee, pre-approved vendors will have the option to set up and have access to our race day participants. We will provide you with a 10x10 space for set up.

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Charlotte 5k Sponsor Commitment Form

SPONSOR/VENDOR INFORMATION		
Business Name:		
Contact:		
Email:	Phone:	
Mailing address:		
City:	State:	Zip Code:
Sponsor Commitment: <input type="checkbox"/> Presenting <input type="checkbox"/> Memorial Wall <input type="checkbox"/> Media <input type="checkbox"/> Entertainment <input type="checkbox"/> Swag Bag <input type="checkbox"/> Race Bib <input type="checkbox"/> Teal Bling <input type="checkbox"/> Community		
Is this an In-Kind Donation: <input type="checkbox"/> YES <input type="checkbox"/> NO		Monetary Value:
Would you like to be a Vendor on race day? <input type="checkbox"/> YES <input type="checkbox"/> NO (this is different than a sponsorship, see 'sponsorship levels' for more details)		

NEED FROM YOU: **Payment is due in Full upon commitment.** Upon receipt of payment, a current high-resolution company logo (vector and jpeg) is needed. If you decide to join us on race day, additional needs include: a volunteer commitment to the Teal Diva 5k event(s) for your marketing table, commitment to coordinate and promote a race team of walkers and/or runners for the Teal Diva 5k event(s), promotion of Teal Diva 5k event(s) to friends, co-workers, and other businesses.

****Commitments made within 45 days of each race day will result in an altered sponsor experience.**

PAYMENT LINK: www.tealdiva.org/donate. Please notate the 5k you are supporting in the notes.

PAYMENTS BY CHECK: make out to TEAL DIVA

MAIL: TEAL DIVA, 1135 FOUR LAKES DR., Suite A; Matthews, NC 28105