

Sponsorship Packages

Unify Financial Credit Union Presents



RACE FOR FINANCIAL FITNESS™

To Benefit



**Junior
Achievement®**

of Southern Nevada

Saturday, April 7, 2018

**7am Registration
8am Run/Walk Start**

**Hooters Hotel & Casino
115 E Tropicana Ave, Las Vegas, NV 89109**

Event Information

Websites to Register: <http://jalasvegas.org/events/>

Date: Saturday, April 7, 2018

Time: 7am-12noon

- Δ Registration opens at 7am
- Δ Run/Walk starts at 8am
- Δ Celebration Pavilion 9am-12noon

Location: Hooters Hotel & Casino- 115 E. Tropicana Ave, Las Vegas, NV 89109

Cost for 5k Run/Walk: Pricing for the event is tiered below based on sign up date.

- Δ December 1- January 6: \$35
- Δ January 7- February 6: \$40
- Δ February 7- March 6: \$45
- Δ March 7 - April 6: \$50
- Δ Packet Pick Up: \$55
- Δ Race Day: \$60

For those JA supporters, special pricing has been extended through Feb 6th at \$35/ entry. Please contact Caitlin.Shea@ja.org for the promo code

1 Mile Walk Teams: Walkers can register for \$20 to walk together & fundraise!

About the Event:

Formerly known as Strip on the Strip, the Junior Achievement 4.01K Race for Financial Fitness is a run/walk down Las Vegas Blvd in honor of Financial Literacy Awareness Month! All proceeds from this event are going to support over 20,000 students in Southern Nevada as they learn more about financial literacy (how to be smart with your money and credit), how to be ready to join the workforce and how to think like an entrepreneur/business person. The Event consists of a 5k and 1-mile fun run, where participants are encouraged to form teams and walk together! As an added bonus, we will also have a timing station at the 4.01K marker so that participants can log their "financially fit" time in addition to their 5K final time. The race Starts/Ends at Hooters Hotel & Casino and runners run down Las Vegas Blvd. Participants receive: race t-shirt, finisher medal, swag bag, and a ticket to the official After Party at the Hooters Hotel & Casino Pool. Whether you are a competitive runner, a 5K newbie, looking for corporate team building activity or just want to have fun with family and friends Junior Achievement of Southern Nevada's 4.01K Race for Financial Fitness 5K/1M is for everyone!

Event Information Continued:

Preparing Students for the workforce:

During the race participants have the option to donate a piece of business attire at each 1K marker throughout the 5K course. Participants who opt not to donate during the race as they are participating in the timed competitive start will be supplied a bag at packet pick up so they can donate their business attire prior to the start of the race. All donation benefit Junior Achievement's high school students in need of business attire for interviews, job and even graduation!

About Junior Achievement of Southern Nevada



Junior Achievement of Southern Nevada is part of a national organization-Junior Achievement USA which was established in 1919. Since opening our doors in 1986, the local area office in Southern Nevada has reached over 375,000 students through volunteer led programs designed for Kindergarten through 12th grade.

Junior Achievement is in the business of better futures! Through our proven curriculum that is designed on a national level to align with Common Core and state standards each year our hundreds of business volunteers share the life skills that make a difference in our children's future. JA's programs focus on three pillars; financial literacy (how to be smart with your money and credit), how to be ready to join the workforce and how to think like an entrepreneur/business person.



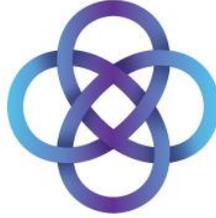
At an even deeper level, JA programs tie what kids are learning in the classroom back to their future and inspire them to dream about who they will become. Since the programs are delivered by a volunteer with a their "story" we find that students retain and engage in the program in a deeper way, which is why our partnerships within the business community are key to JA in Las Vegas continuing and growing our mission. To learn more, visit www.JALasVegas.org



Sponsorship Opportunities

\$20,000 Title Sponsor (1 available)

This sponsorship includes the following assets and branding opportunities:



UNIFY
FINANCIAL CREDIT UNION

- Δ Highest Placement on all banners, marketing materials, website and social media
- Δ Inclusion on all media promotions and partnerships via logo or name
- Δ Highest Logo placement on all event participant T-shirts
- Δ Speaking opportunity at podium before start of the race
- Δ Start/Finish Line archway customized w/ your logo
- Δ 20 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ 1 VIP Tent for up to 20 additional guests in the after party/celebration pavilion w/ tables and chairs
- Δ 20 Entries for sponsored students from our local elementary schools
- Δ Premier booth next to the stage in Celebration Pavilion
- Δ 1 mile marker sponsor (you pick mile 1, 2 or 3) including music, big sponsor banner
- Δ Company name/logo on race bibs
- Δ Any promotional items you would like to provided included in swag bags
- Δ Press Release announcing the Title Sponsor partnership
- Δ Opportunity to join in news spots and or quoted in articles
- Δ Sponsor award presented during after party
- Δ First Right of Refusal for 2019

\$10,000 Timing/Photo Finish (1 available)

This sponsorship includes the following assets and branding opportunities:

- Δ Company logo on all runner and walker finisher photos, videos, and “Sponsored by” billing. Viewed on average eight times per video. Video finishes on sponsor’s website.
- Δ Premier placement on all banners, marketing materials, website and social media
- Δ Inclusion on all media promotions and partnerships via logo or name
- Δ Premier logo placement on all event participant T-shirts
- Δ Speaking opportunity at podium during celebration and awards ceremony
- Δ 20 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ 1 VIP Tent for up to 20 additional guests in the after party/celebration pavilion w/ tables and chairs
- Δ 15 Entries for sponsored students from our local elementary schools
- Δ Premier booth placement in Celebration Pavilion
- Δ Company name/logo on race bibs
- Δ Any promotional items you would like to provided included in swag bags
- Δ Opportunity to join in news spots and or quoted in articles
- Δ Sponsor award presented during after party
- Δ First Right of Refusal for 2019





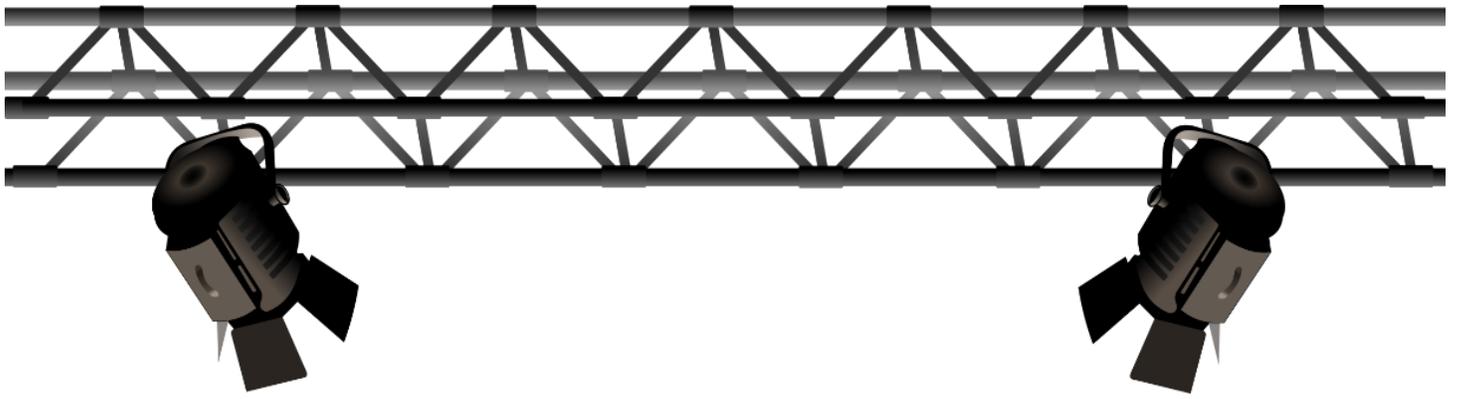
SOLD

\$7,500 1K Sponsor (2 Available)

This sponsorship includes the following assets and branding opportunities:



- Δ Company branded at specified 1K stop, which includes water stop, music, large company banner
- Δ Premier placement on all banners, marketing materials, website and social media
- Δ Inclusion on all rack cards & event flyers
- Δ Premier logo placement on all event participant T-shirts
- Δ 15 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ 1 VIP Tent for up to 20 additional guests in the after party/celebration pavilion w/ tables and chairs
- Δ 15 Entries for sponsored students from our local elementary schools
- Δ Premier booth placement in Celebration Pavilion
- Δ Company Name/Logo on race bibs
- Δ Any promotional items you would like to provided included in swag bags
- Δ Sponsor award presented during after party
- Δ First Right of Refusal for 2019



\$5,000 Main Stage/Festival Sponsor (1 Available)

This sponsorship includes the following assets and branding opportunities:

- Δ Company branded signage on stage & top placement on screens in Celebration Pavilion
- Δ Premier placement on all banners, marketing materials, website and social media
- Δ Inclusion on all rack cards & event flyers
- Δ Premier logo placement on all event participant T-shirts
- Δ 10 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ 1 VIP Tent for up to 10 additional guests in the after party/celebration pavilion w/ tables and chairs
- Δ 10 Entries for sponsored students from our local elementary schools
- Δ Premier booth placement in Celebration Pavilion
- Δ Any promotional items you would like to provided included in swag bags
- Δ Sponsor award presented during after party
- Δ First Right of Refusal for 2019

\$4,001- 4.01K Pit Stop Sponsor (1 Available)

This sponsorship includes the following assets and branding opportunities:



EVERY SEASON
WEALTH MANAGEMENT
your life journey - our purpose

- Δ Branded 4.01K marker on the course with music, timing pad/clock and fun money themed props and celebration items
- Δ Company logo on all banners, marketing materials, website and social media
- Δ 10 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ 5 Entries for sponsored students from our local elementary schools
- Δ Premier booth placement in Celebration Pavilion
- Δ Any promotional items you would like to provided included in swag bags
- Δ Sponsor Award presented during after party
- Δ First Right of Refusal for 2019

\$3,500- Packet Pick Up Sponsor (1 Available)

This sponsorship includes the following assets and branding opportunities:



- △ Company branding and presence at packet pick up station on 4/6/18
- △ Company logo on all banners, marketing materials, website and social media
- △ 10 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- △ 5 Entries for sponsored students from our local elementary schools
- △ Premier booth placement in Celebration Pavilion
- △ Any promotional items you would like to provided included in swag bags
- △ Sponsor Award presented during after party
- △ First Right of Refusal for 2019

SELLING FAST!

\$2,500- Celebration Sponsor
(3 Available 1 Left!)

**This sponsorship includes the following assets
and branding opportunities:**



- Δ Company banner and branding in the food and beverage area of the Celebration Pavilion
- Δ Company logo on all banners, marketing materials, website and social media
- Δ 5 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ 5 Entries for sponsored students from our local elementary schools
- Δ Premier booth placement in Celebration Pavilion
- Δ Any promotional items you would like to provided included in swag bags
- Δ Sponsor award presented during after party
- Δ First Right of Refusal for 2019

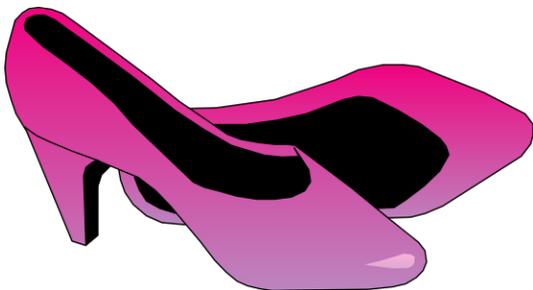
SELLING FAST!

\$1,500- Donation Bins Sponsor
(3 Available- 2 Left!)

This sponsorship includes the following assets and branding opportunities:



- Δ Company branded donation bin stop on course at one of the 1K stops for all business clothing donated
- Δ Company logo on all banners, marketing materials, website and social media
- Δ Booth in Celebration Pavilion: includes tent, table & 2 chairs
- Δ 3 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ Any promotional items you would like to provide included in swag bags
- Δ Sponsor award presented during after party
- Δ First Right of Refusal for 2019

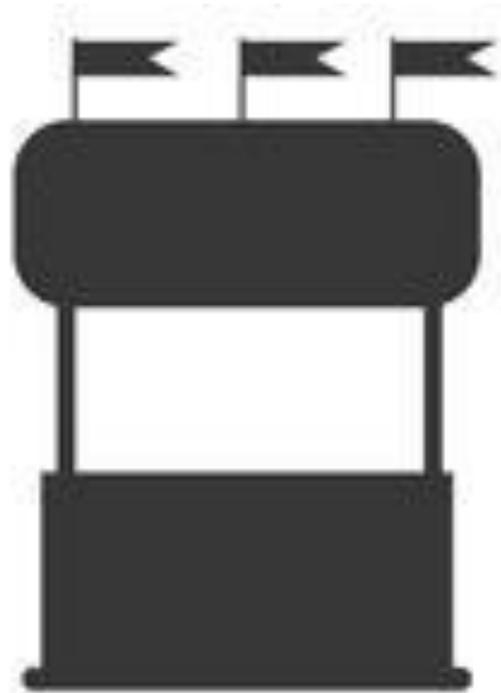


SELLING FAST!

\$500- Booth Sponsors
(18 Left!)



Own your tomorrow.



This sponsorship includes the following assets and branding opportunities:

- Δ Company logo on website
- Δ Booth in Celebration Pavilion: includes tent, table & 2 chairs
- Δ 2 walker/runner entries which include- T-shirts, run swag bag, team shout out during announcements
- Δ Any promotional items you would like to provided included in swag bags



In-Kind Sponsorships



Sponsorship opportunities for those companies who would like to give on an in-kind level are welcome! We are looking for donations in the following areas:

- Δ Rack Card Printing / Design update fee
- Δ Sponsor Signs (mounted/laminated with stake)/printing -
- Δ Postage(Thank you cards Sponsors, mailing raffle)
- Δ Volunteer T-shirts (100)
- Δ Vinyl Banners (Sponsor Stage Banner & Date Banner)
- Δ Course Markers, Signs, Décor
- Δ Race Shirts
- Δ Water & Cups
- Δ Golf Cart
- Δ Delivery or Moving Company
- Δ Walkie Talkies
- Δ Table Cloth Laundering for Event Tables (5 Highboys /3 long tables)
- Δ 160 Sandbags
- Δ Certified Flaggers (4)
- Δ Highboys / Tables /Chairs
- Δ First Aide/ CPR Stations
- Δ Food Racers Sports Drinks/Snacks
- Δ Food for Staff/Volunteers
- Δ Race Participant Bags

*****NOTE: Recognition based on reasonable and fair market value (FMV) as determined at the time of the agreement*****



4.01K Race for Financial Fitness Sponsor Agreement Form

I. Sponsor Information:

Company: _____

Contact Person: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Website: _____

Social Media Pages? **YES/ NO** **if yes, please share page links so we can tag your page during the race:

Facebook: _____ **Twitter:** _____ **Instagram:** _____

II. Sponsorship Level:

- Title Sponsor (\$20,000)
- Timing/ Photo Finish Sponsor (\$10,000)
- Mile Marker Sponsor (\$7,500)
- Main Stage/Festival Sponsor (\$5,000)
- 4.01K Timed Stop Sponsor (\$4,001)
- Packet Pick Up Sponsor (\$3,500)
- Celebration Sponsor (\$2,500)
- Donation Bin Sponsor (\$1,500)
- Booth Sponsor (\$500)
- In- Kind Sponsor- Donation Type: _____ Value \$ _____

III. Payment Information:

I am paying with a check in the amount of \$ _____

I am paying with credit card in the amount of \$ _____

Credit card # _____ Expiration Date ___/___ CVV _____

Signature _____

Checks made payable to **Junior Achievement of Southern Nevada** and mailed to:

Junior Achievement of Southern Nevada- 7220 S. Cimarron Road, Suite 130 Las Vegas, NV 89113

Questions? Please contact Caitlin Shea, Director of Development at 702.888.0518 or Caitlin.Shea@ja.org

*****NOTE: Sponsorships are not confirmed until payment or deposit has been received, or otherwise notified in writing by Junior Achievement of Southern Nevada*****