

November 6th, 2021

5K Run, Walk, & Roll

Sponsor Benefits Package

Benefitting the Bobbi Engram Foundation,
the Howard Community College
Educational Foundation, and the SJBC
Scholarship Fund



Introduction: SJBC

MISSION

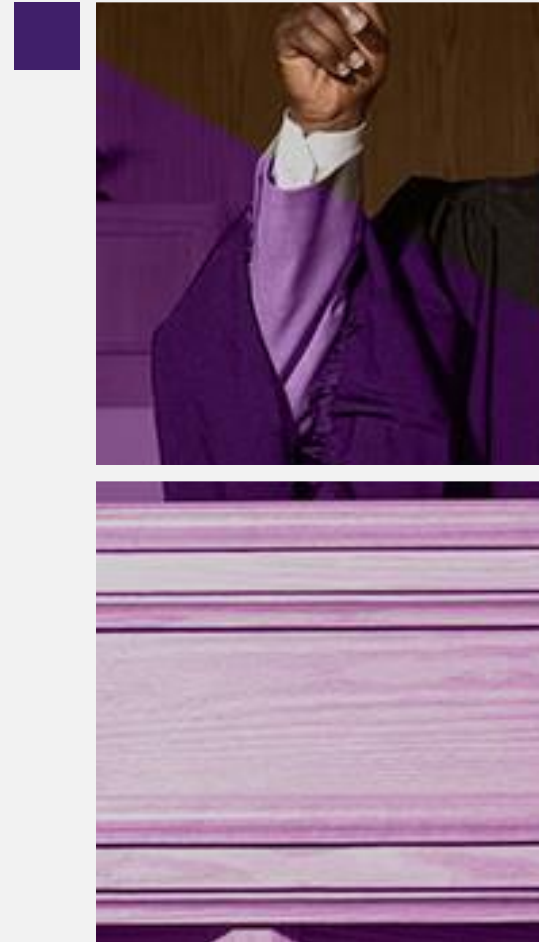
To be a thriving spiritual center that reaches people for Christ and builds believers to be Christ-like.

COMMUNITY VISION

To enable the congregation to reach out to people in the community with the good news of Jesus Christ and provide need meeting ministries to those in our community.

VALUES

The Gospel ● People ● Outreach ● Innovative Excellence ●
Empowering ● Integrity ● Prayer ● Community ●
Discipleship Making ● Relevance ● Quality Assurance



5K Run, Walk, & Roll

<https://5k.stjohnbaptistchurch.org/signup>

November 6th, 2021

Why the 5K

We are so excited to be hosting this event as it is in direct service to our mission to support and empower our community. The 5K is a unique opportunity to raise money and make significant headway towards positive change. The Walk...

- Facilitates community engagement
- Encourages physical exercise
- Is accessible for everyone
- Is an established event structure with many resources



An Engaging Virtual Experience

- Expanded, virtual audience
- Fewer event costs
- New opportunities for online interaction, and nonprofit advocacy and awareness
- Ongoing, integrated engagement opportunities for long after the event (ex: social media)

Community Beneficiaries

St John Baptist Church takes its commitment to community seriously and dedicates all 5K Run, Walk, & Roll proceeds to the greatest needs. This year, we've partnered with The Bobbi Engram Foundation and Howard Community College Educational Foundation.



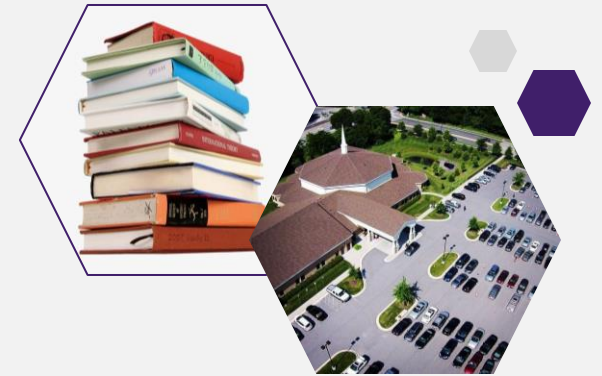
The Bobbi Engram Foundation

The BEF is dedicated to raising awareness and seeking a cure for sickle cell disease (SCD), a disease affecting 100,000+ Americans and 1 in every 365 African-Americans. Access to effective medical treatment for those with SCD is often an uphill battle, so support is crucial to help fight this disease!
www.bobbiengramfoundation.org



The Howard Community College Educational Foundation

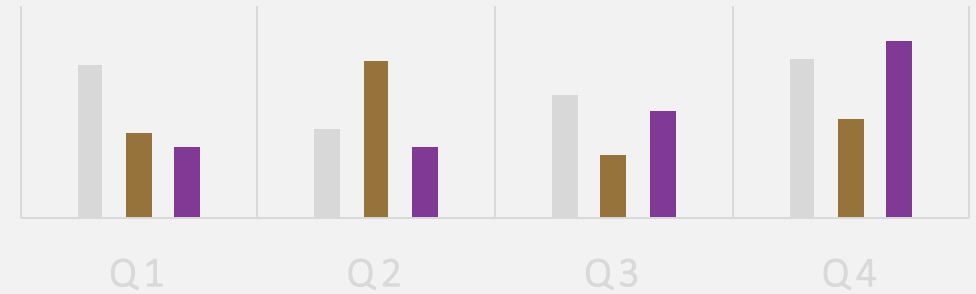
The HCCEF was established as a charitable nonprofit organization to assist Howard Community College students by providing scholarship and program opportunities to students needing financial assistance and support along their educational journey. This year's 5K will directly benefit scholarship opportunities, widening horizons and making dreams come true!
www.howardcc.edu/foundation



The SJBC Scholarship Fund

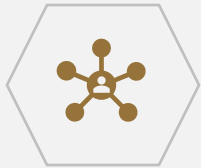
Awarded to members of St John Baptist Church, this unique fund supports new and recurring college students with grants up to \$1,500, mentorship sessions, and more. In addition, the SJBC awards one freshman student a large grant of up to \$10,000 (membership not required).
stjohnbaptistchurch.org/scholarship-fund

Marketing Strategy



Virtual Audience Expansion

This year we're targeting a national audience and tapping into connections across universities, medical organizations, and more.



Social Media

This 5K event will include an aggressive and comprehensive social media campaign targeting SJBC's current 3,000+ followers as well as community beneficiary audiences.



Testimonials and Powerful Voices

Marketing content will be filled with real-world testimonials and quotes from those who benefit directly from proceeds, putting a face to the cause.



Email Marketing

Regular, targeted email marketing campaigns throughout the spring, summer, and fall will garner interest, promote engagement, and raise money.



Landing Page Analytics

A dedicated landing page and ongoing performance assessments will determine traffic, help us hit objectives, and ensure we're constantly reaching the most people.



Ongoing Advocacy

Easily integrated online marketing like social media, SJBC online events, and more can maintain momentum long after the event ends.

Sponsor Packages

Presenting Sponsor \$25,000

Diamond \$15,000

Platinum \$10,000

Gold \$5,000

Silver \$2,500

Bronze \$1,000

The 5K Run, Walk, & Roll invites your company to partner with the only organization dedicated to education the next generation and ending Sickle Cell Disease. Depending on the level, sponsors can expect to receive extensive online and print **promotions**. Additional exciting perks include **Special Guest** photo ops, **VIP reception** recognition, **direct communication** with event attendees, and more!



Partnership Benefits	Presenting \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
5K Run, Walk, & Roll Presented by...	✓					
Press, Media, and Print Advertising						
Inclusion in event press releases when possible	✓	✓	✓			
Inclusion in TV/Radio PSAs and Interviews when permitted	✓					
Logo in print advertisements	✓	✓	✓	✓	✓	✓
Logo on event brochures and posters	✓	✓	✓			
Website and Social Media Communications						
Logo on 5K communications to participants and supporters	✓					
Logo on 5K campaign website	✓	✓	✓	✓	✓	✓
Featured "Sponsor of the Week" on rotation	✓	✓	✓			
Photo of Sponsor Team on rotation after the event	✓	✓	✓			
Logo placement in 'New Sponsors' SJBC Newsletter (1x)	✓					
Feature article in SJBC Newsletter	✓					
Recognition on Facebook, Instagram, and Twitter pages	✓	✓	✓			
Event Day						
Logo on T-shirts for participants and volunteers	✓	✓	✓	✓	✓	
Logo on banner at main entrance to venue	✓					
Logo on banners on main stage and all 5K information tents	✓	✓	✓	✓	✓	
Logo on all route signs	✓					
Logo on select route signs		✓	✓	✓	✓	✓
Complimentary 5K entries and event T-shirts*	✓	✓	✓	✓	✓	✓
Featured Sponsor Team placed first at Start Line	✓					
Sponsor Exhibition booth	✓	✓	✓	✓	✓	✓
Recognition during opening ceremony and stage program	✓	✓	✓			
Sponsor CEO may address attendees	✓	✓				
Additional Benefits						
VIP Access with Photo Opportunities **	✓	✓	✓	✓	✓	
Recognition and Logo Placement at VIP Reception	✓	✓	✓			
Recognition at Post-Walk Awards and Appreciation Events	✓	✓				

*Presenting up to 15 participants; Diamond and Platinum up to 10 participants; Gold and Silver up to 5 participants; Bronze up to 2 participants.

**Presenting up to 7 attendees; Diamond up to 5 attendees; Platinum up to 4 attendees; Gold up to 3 attendees; Silver up to 2 attendees.

Join Us

Help the next generation soar to even greater heights in our communities with educational scholarships and increased research into a cure for Sickle Cell Disease.

You can make the difference.

Become a Sponsor Today

[Click here to download the sponsorship form.](#)

Email your completed form or questions to 20215Kinfo@gmail.com.

