

# CHILLY BEAN RUN

## 5k & 10k



### 2018 Sponsorship Opportunities

Please consider teaming up with BA as we get the Beaufort community moving in the New Year, and challenge runners and walkers of all ages and abilities to complete a 5K or 10K in the 5th annual Chilly Bean Run & Chili Cook Off on February 3rd, 2018! This fun, family event helps support Beaufort Academy's athletics, technology, and after school programs. As part of our commitment to the community, we will be partnering with CAPA (Child Abuse Prevention Association), and will proudly share a portion of the event's proceeds to this organization. We are excited to promote this great event and encourage everyone to join us in this fitness endeavor. Experience the benefits of the publicity and exposure this event brings to sponsors as part of our efforts to encourage health and wellness community-wide. Please consider supporting this fun wellness event by becoming a sponsor in one of the various ways below:

<p style="text-align: center;"><b>5K or 10K Sponsor - \$1,000</b> <i>2 sponsorships available; one for each distance</i></p> <ul style="list-style-type: none"> <li>● <b>Company Name</b> on the race bib</li> <li>● Banner Recognition on all marketing materials for the event**</li> <li>● Onsite banner recognition at the event.</li> <li>● In person acknowledgement from race-announcers</li> <li>● Opportunity for a booth onsite to promote business or services</li> <li>● 6 Tickets to the Chili Cook Off</li> </ul>	<p style="text-align: center;"><b>Title Sponsor - \$5,000</b> <i>1 sponsorship available</i></p> <ul style="list-style-type: none"> <li>● <b>Company Name</b> used as title of the race</li> <li>● Top Banner Recognition on all marketing materials for the event**</li> <li>● Onsite banner recognition at the event.</li> <li>● In person acknowledgement from race-announcers</li> <li>● Opportunity for a booth onsite to promote business or services</li> <li>● 10 Tickets to the Chili Cook Off</li> </ul>
<p style="text-align: center;"><b>The Garbanzo Bean - \$250</b></p> <ul style="list-style-type: none"> <li>● Onsite banner recognition at the event.</li> <li>● In person acknowledgement from race-announcers</li> <li>● Opportunity for a booth onsite to promote business or services</li> <li>● Recognition on the website, Facebook, and swag bag sponsor post card</li> <li>● 2 Tickets to the Chili Cook Off</li> </ul>	<p style="text-align: center;"><b>The Grand Chilly Bean - \$500</b></p> <ul style="list-style-type: none"> <li>● Banner Recognition on all marketing materials for the event**</li> <li>● Onsite banner recognition at the event.</li> <li>● In person acknowledgement from race-announcers</li> <li>● Opportunity for a booth onsite to promote business or services</li> <li>● 4 Tickets to the Chili Cook Off</li> </ul>

**\*\*Marketing materials include ads in Island News, event poster, swag bag sponsor postcard, logo on race day t-shirt, event website, and recognition on Facebook.**

*All company banners must be delivered to Beaufort Academy by 1/26 and picked up by 2/9*

**\*\*Please note that BA does not supply sponsor banners.\*\***

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### Specialty Sponsorships

Specialty sponsorship opportunities are very important to the Chilly Bean Run, because they help us offset our costs while giving your business unique exposure that make a lasting impression. Most of these sponsorships have only one available so your business will really stand out. Please ask what is still available.

#### **Band Sponsor \$1200 (1 available)**

This rocking sponsorship will have your company name front and center. The band will announce your business throughout the day and your signage will be prominently displayed above the band.

This very special sponsorship also includes your company logo on the back of the race shirt. \*Also includes all the benefits of the 5K-10K Sponsorship, except race bib recognition

#### **Beer Cup Sponsor - Provide 850 stadium cups (Estimated value, \$1,000)**

Put your company logo on the beer cups and make sure everyone knows your name!

\*Also includes all the benefits of the 5K-10K Sponsorship, except race bib recognition

#### **Generator Sponsor - \$800 (2 available)**

Have your business name displayed at the maximum visibility. There will be a sign provided saying "Power provided by (your company name)". There are several generator sponsorships available. This sponsorship includes your company logo on the back of the race shirt. \*Also includes all the benefits of the Grand Chilly Bean

#### **Tent Sponsor -\$650 (2 available)**

Have your business name displayed on a tent for maximum visibility. There are several tent sponsorships available. This very special sponsorship also includes your company logo on the back of the race shirt. \*Also includes all the benefits of the Grand Chilly Bean

#### **Volunteer Lanyard Sponsor - Provide 120 bright color lanyards (Estimated value, \$400)**

Show off your company on a bright lanyard worn by all of our wonderful volunteers. Your company name will be visible to all the runners. Specifications will be provided by the Chilly Bean Team

#### **Ladle Sponsor- Provide 50 ladles with your company logo (Estimated value, \$250)**

This affordable sponsorship ensures that all chili lovers remember you. Your business name and logo will be on all the ladles for the chili. \*Also includes all the benefits of the Garbanzo Bean

#### **21+ Printed Wristbands - Provide 500 printed wristbands (Estimated value, \$100)**

This is a fun, economical sponsorship that will get your name in front of lots of thirsty runners and friends

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## 2018 Sponsorship Letter of Agreement

\_\_\_\_\_ (Company Name) agrees to provide a financial sponsorship for the 5th Annual Chilly Bean Run & Chili Cook Off which takes place on Saturday, February 3, 2018. As a sponsor, I understand that I will receive the sponsorship opportunities as described in this proposal. I further understand that these opportunities will not take effect until this agreement is signed and payment as been received by the Beaufort Academy Parent's Association. As a sponsor, I agree to provide digital artwork for all promotional ads and a vinyl banner for the event day.

***Please check the appropriate sponsorship:***

Title Sponsor \$5,000 \_\_\_\_\_  
 5K Sponsor \$1,000 \_\_\_\_\_  
 10K Sponsor \$1,000 \_\_\_\_\_  
 Grand Chilly Bean Sponsor \$500 \_\_\_\_\_  
 Garbanzo Bean Sponsor \$250 \_\_\_\_\_

Band Sponsor \$1,200 \_\_\_\_\_  
 Beer Cup Sponsor \$1,000 \_\_\_\_\_ (or provide 850 stadium cups)  
 Generator Sponsor \$800 \_\_\_\_\_  
 Tent Sponsor \$650 \_\_\_\_\_  
 Volunteer Lanyard Sponsor \$400 \_\_\_\_\_ (or provide 120 brightly colored volunteer lanyards)  
 Ladle Sponsor \$250 \_\_\_\_\_ (or provide 50 chili ladles)  
 21+ Wristband Sponsor \$100 \_\_\_\_\_ (or provide 500 printed wristbands 21+)

Please specify your in-kind donation: \_\_\_\_\_  
 Sponsor Name (as you would like it to appear): \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Check payable to Beaufort Academy is attached \_\_\_\_\_  
 Are you going to put items in the Race Day Bags? Y N (600 pieces needed by 1/17/18)  
 Are you going to have a promotional table at the race? Y N

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_ CB Committee Initials: \_\_\_\_\_

Please mail this completed agreement and payment to:  
 Beaufort Academy, Attn: Jonolyn Ferreri, 240 Sams Point Road, Beaufort, SC 29907  
 All donations are tax deductible. Beaufort Academy is a 501(c)3 organization.

Please contact Shannon Roberts at (304) 610-2610 or [smrobertsllc@gmail.com](mailto:smrobertsllc@gmail.com) with any questions you may have regarding your donation.