



# **2019 SPONSORSHIP PACKET**

## **17<sup>th</sup> Annual Blue Jay 5K**

### **5K Road Race and 1/2 Mile Fun Run**

Sunday, April 7<sup>th</sup>, 2019  
Johns Hopkins University Homewood Campus

<http://www.hopkinstrack.com/bluejay5k.html>  
[bluejay5k@jhu.edu](mailto:bluejay5k@jhu.edu)

**Student Contact:**

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**Dear Potential Blue Jay 5K 2019 Sponsor,**

My name is Bobby Van Allen and I am the Head Coach of the Johns Hopkins University Men's & Women's Track & Field teams. April 7<sup>th</sup>, 2019 marks the 17<sup>th</sup> Annual Johns Hopkins University Blue Jay 5K Road Race and ½ Mile Fun Run to benefit the Leukemia & Lymphoma Society.

The 5K, hosted by the Johns Hopkins Track & Field team, winds through the beautiful Homewood campus and surrounding areas, finishing in the Homewood Field Stadium. The ½ Mile Fun Run consists of two laps around Homewood Field. Both events have attracted a large number of participants from the greater Baltimore area.

This year's race will benefit the Leukemia & Lymphoma Society, which funds research for a cause that is very close to our team's hearts. In the fall of 2012 we lost a teammate to Lymphoma, and it has become our goal to honor her memory by bringing awareness to this pressing cause and by helping to raise money to support its research.

**For this race to be successful, both for the Leukemia & Lymphoma Society and the Johns Hopkins Track & Field teams, we need your support!** The team is looking for companies or individuals who are interested in sponsoring the event, and we hope you will consider contributing to the cause.

Contributions can include sponsorship through monetary gifts or in-kind donations such as gift certificates, prizes, or food. Any and all contributions are much appreciated. These donations help us put on a great road race and attract more race participants, which subsequently helps us to raise more awareness for Lymphoma. Our hope this year is to have over 500 participants and raise over \$10,000 for Lymphoma research.

This packet contains sponsorship opportunities for 2019. There are various sponsorship levels, but all contributions over \$200 ensure that your business's name will appear on the back of the race day t-shirts. If you are interested in making a donation or would like more information, please email the student listed on the front of this packet or contact me through the methods below.

Thank you very much for your time and consideration. We look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Bobby Van Allen". The signature is written in a cursive, flowing style.

Bobby Van Allen  
Head Track & Field Coach, Johns Hopkins University  
bluejay5k@jhu.edu; 410-516-3802



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

**fighting blood cancers**



**HOPKINS**  
**TRACK & FIELD**

**TITLE SPONSOR**

**\$1,500**

- Company representative as starter of race and at awards ceremony
- Table at the race with company promotional materials
- Two (2) banners at event (provided by sponsor)
- Company logo on race shirt: individual line in largest size (4' x 4')
- Company logo on all marketing materials
- Company logo and link on event website
- Company recognition in press releases and all media interviews
- Company recognition on Hopkins Track social media outlets
- Race shirt and five (5) race entries

**GOLD SPONSOR**

**\$500-\$1,499**

- Company logo at mile marker, the "company name" "number mile" point
- Company logo on race registration form
- Company logo on race shirt: 3.5' x 3.5'
- Company name listed with all race sponsors
- Company logo at all race checkpoints
- Race shirt

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**HOPKINS**  
**TRACK & FIELD**

**SILVER SPONSOR**

**\$300-\$499**

- Company logo on race registration form
- Company logo on race shirt: 3.5' x 3.5'
- Company name listed with all race sponsors
- Company logo at all race checkpoints
- Race shirt

**BRONZE SPONSOR**

**\$200-\$299**

- Company logo on race shirt: 3.5' x 3.5'
- Company name listed with all race sponsors
- Company logo at all race checkpoints
- Race shirt

**SUPPORTING SPONSOR**

**\$100-\$199**

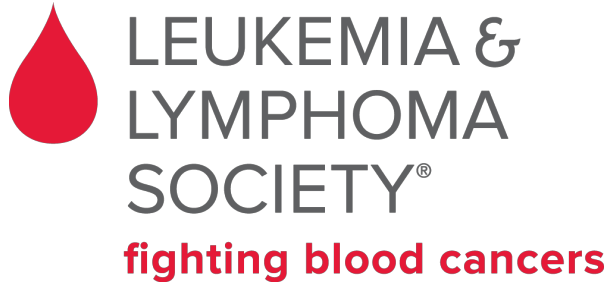
- Company logo on race shirt: if room permits (3.5' x 3.5')
- Company name listed with all race sponsors
- Company logo at all race checkpoints
- Race shirt

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**DIRECTIONAL ARROWS SPONSOR**  
**\$50 (10 AVAILABLE)**

As a Directional Arrow Sponsor, your company logo will be visible by upwards of 500 runners as they race through the Hopkins campus. Directional Arrow Sponsors will have their logo on directional arrows throughout the race course, assisting runners with what direction to run at 10 different intersections.

**IN-KIND OPPORTUNITIES**

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you're interested in adding in-kind value to your cash sponsorship, or providing a full in-kind sponsorship, please contact Bobby Van Allen at [vanallen@jhu.edu](mailto:vanallen@jhu.edu).

Some in-kind items received in the past include:

- Water, sports drinks
- Bagels, Bananas
- Gift Cards, goody bags, prizes

**HAVE ANOTHER IDEA?**

Are you interested in providing something that is not currently listed? Do you have a unique idea on how your business can partner with the Blue Jay 5K? Sponsorship proposals can be customized to your specific needs by contacting Bobby Van Allen at [bluejay5k@jhu.edu](mailto:bluejay5k@jhu.edu).

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