



## 2019 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 6th annual Chilly Bean Run & Chili BrewFest on Saturday, February 2<sup>nd</sup>, 2019! 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 Beaufort-Jasper YMCA of the Lowcountry, 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><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>● <b>Company Name</b> used on race medals</li> <li>● Top Banner Recognition on all marketing materials for the event**</li> <li>● Onsite sponsor banner recognition</li> <li>● In person acknowledgement from race-announcers</li> <li>● Opportunity for a booth onsite to promote business or services</li> <li>● (8) Tickets to the Chili BrewFest</li> <li>● (8) 23oz. Bottomless event drink tumblers</li> </ul>	<p><b>5K OR 10K SPONSOR - \$2,500</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>● Logo Recognition on all marketing materials for the event**</li> <li>● Onsite sponsor banner recognition</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 BrewFest</li> <li>● (6) 23oz. Bottomless event drink tumblers</li> </ul>
<p><b>THE GRAND CHILLY BEAN - \$1,000</b></p> <ul style="list-style-type: none"> <li>● Logo Recognition on all marketing materials for the event**</li> <li>● Onsite sponsor banner recognition.</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 BrewFest</li> <li>● (4) 23oz. Bottomless event drink tumblers</li> </ul>	<p><b>THE GARBANZO BEAN - \$500</b></p> <ul style="list-style-type: none"> <li>● Logo Recognition on event website &amp; Facebook.</li> <li>● Onsite sponsor banner recognition.</li> <li>● In person acknowledgement from race-announcers</li> <li>● Opportunity for a booth onsite to promote business or services</li> <li>● (2) Tickets to the Chili BrewFest</li> <li>● (2) 23oz. Bottomless event drink tumblers</li> </ul>

**\*\*Marketing materials include event poster, event postcard, logo on race day t-shirt, event website, and Facebook. Your logo will be displayed on a sponsor banner, and the size of your logo depends on your sponsorship level**



## 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 makes a lasting impression.

### EVENT TUMBLER SPONSOR - \$5,000

**NEW** this year! We will design a "Yeti" style 23oz tumbler with the Chilly Bean logo, and your logo so everyone knows your name during the Chili BrewFest! These will be used as the Bottomless event drink tumblers.

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

### BAND SPONSOR - \$1,500 (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 during the Chili BrewFest.

\*Also includes all the benefits of the Grand Chilly Bean Sponsorship.

### 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 very special sponsorship also includes your company logo on the back of the race shirt.

\*Also includes all the benefits of the Garbanzo Bean Sponsorship.

### 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 Garbanzo Bean Sponsorship.

### KID ZONE SPONSOR - \$500 (2 available)

Sponsor a bounce house and inflatable games for the kids! Have your business name displayed in the Kid Zone for maximum visibility. There are several kid zone sponsorships available.

\*Also includes all the benefits of the Garbanzo Bean Sponsorship.

### VOLUNTEER LANYARD SPONSOR - Provide 150 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 and guests at the event. Specifications will be provided by the Chilly Bean Team.

### CHILI CUP SPONSOR - Provide 600 chili cups (Estimated value, \$250)

This is a fun, economical sponsorship that will get your name in front of lots of people during the Chili BrewFest!

### 21+ WRISTBAND SPONSOR - Provide 500 printed 21+ wristbands (Estimated value, \$100)

This is a fun, economical sponsorship that will get your name in front of lots of people during the Chili BrewFest!



## 2019 SPONSORSHIP LETTER OF AGREEMENT

\_\_\_\_\_ (Company Name) agrees to provide a financial sponsorship for the 6th Annual Chilly Bean Run & Chili BrewFest which takes place on Saturday, February 2, 2019. 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                | \$2,500 _____  |
| 10K SPONSOR               | \$2,500 _____  |
| GRAND CHILLY BEAN SPONSOR | \$1,000 _____  |
| GARBANZO BEAN SPONSOR     | \$500 _____  |
|                           |  |
| TUMBLER SPONSOR           | \$5,000 _____  |
| BAND SPONSOR              | \$1,500 _____  |
| GENERATOR SPONSOR         | \$800 _____  |
| TENT SPONSOR              | \$650 _____  |
| KID ZONE SPONSOR          | \$500 _____  |
| VOLUNTEER LANYARD SPONSOR | \$400 _____ (OR PROVIDE 150 BRIGHTLY COLORED VOLUNTEER LANYARDS) |
| CHILI CUP SPONSOR         | \$250 _____ (OR PROVIDE 600 CHILI CUPS)                          |
| 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 have a promotional table at the race? Yes No  
 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.