



FSU's Chapter of Progressive Black Men **5k Run to Give** at a Glance

Proposal: The FSU of Progressive Black Men, a 501 (c)(3) non-profit organization, is looking to partner with businesses and corporate sponsors for Run to Give, a 5k walk/run benefitting the Tallahassee Chapter of Florida Youth SHINE. We are expecting between 250-500 participants in this year's fun run/walk and are hoping to raise over \$10,000. We are asking for your support in doing this.

When: Sunday, November 3, 2013 at 9:30 am

Where: Florida State University

Participation: 250-500 registrants

About the 5k Run + Walk

The 5k Run to Give is a fun event catering to runners, health walkers, families, and students who seek to raise their heart rates and have the heart to support a noble cause. Run to Give also doubles as a fundraiser that will help fund the Tallahassee Chapter of Florida Youth SHINE to provide resources to help former foster youth advocate for improvements in Florida's foster care system.

Race Fee: Early registration (before October 20th) \$20 for general public, \$15 for students and groups of 8+. Regular registration \$25.

The 5k has three sub-events to maximize participation:

- 5k Run – The runners will be flagged off first for the timed event.
- 5k Walk – The walking event will start a few minutes after the runners have left the start line.
- Youth Field Day – starts 30 minutes before the run/walks. Kids fun run, games, music and sponsor tables for food and drinks.

Reach and Demographics

Positioning: Progressive Black Men was established in 1989 on the campus of Florida State University by twelve minority students who formed a friendship while enrolled in the Summer Enrichment Program at the university. Their similar interest in academic achievement, self-improvement and a commitment to help others reach their potential evolved in them forming an organization that reflected their values.

We work to reconstruct and redefine the image of the Black Male through volunteer work, humanitarian aid, and community service. This goal is accomplished through our motto: "COLLECTIVE KNOWLEDGE, COLLECTIVE EFFORT, COLLECTIVE STRENGTH."

We are proud to host this event in support of Tallahassee's foster youth.

Demographics: 5k Run to Give participant base of 250-500 will mostly comprise of college students, young professionals and families from the local community.

The core demographic comprises of a discerning consumer base that understands the significance of education and positive social reform and values a healthy lifestyle.

Anticipated Reach: The event will be widely promoted with a reach into most of the households of Leon County with a particular inclusion of Florida State University, Florida Agricultural and Mechanical University, and Tallahassee Community College campuses. Our publicity campaign will include advertising, flyer, email and web, and direct contact through a community volunteer network.

Direct Contact through the volunteer network – 100+

Flyers, Emails and Poster campaign – 10,000 - 15,000

Internet – 2,000 (Facebook and other social media advertisements)

Indirect Marketing – 5,000 (10+ Child Welfare, Health, Community and Student organizations)

Response Rate: The 5k Run to Give is expecting a minimum response rate of 2-4%, for the marketing campaign, leading to an approximate participant base of 250-500 adults.

Collaborative Campaigns: The members and supporters of the FSU Chapter of Progressive Black Men are keen to participate in event marketing/promotion to ensure that the event is a success. To that effect the FYS 5k Run to Give team will:

- Work closely with our sponsors (Sub-event sponsors)
- Offer to make presentations about Florida Youth SHINE to create and awareness among various companies, community programs, and student organizations
- Recruit volunteers to participate in 5k planning and coordination

Help the 5k Run to Give cause

Businesses that support humanitarian causes and community events are richly rewarded with a positive brand image and recognition. Your business can help the cause of the Tallahassee Chapter of Florida Youth SHINE serving the Big Bend area and support us in various ways.

Here are some suggestions in which your organization can get involved:

- Monetary donations
- Advertising your business through the 5k Run to Give 2013 promotional campaign
- Advertising your support through your media
- Supporting the 5k Run to Give operational expenses such as ...
 - Gifts and Awards for participants
 - Food and Beverages

- Printing/Copying Services
- Discount coupons for the 5k Run to Give participants
- Lending expertise, advice, suggestions or volunteering through employees

Rewards of Corporate Philanthropy

Corporate Philanthropy has several advantages. It is a wonderful medium to show the community your dedication to make the world a better place. As an added bonus, your donation may be used as a tax write-off.

- Enhanced brand image and greater customer loyalty – A Hill and Knowlton survey "Corporate Citizen Watch," of 2,594 Americans aged 18 and over, found that 79 percent of Americans take corporate citizenship into account when making purchasing decisions.
- Boosts employee morale, productivity and loyalty – The Walker Information study of 1,273 U.S. employees found that those with favorable impressions of company-sponsored philanthropy programs are five times more likely to stay with their employer.
- Promotes Positive corporate reputation – Fortune magazine's criteria for judging and ranking of America's Most Admired Companies" includes "corporate citizenship". Other global surveys have found that corporate social responsibility plays a significant role in boosting a company's reputation.
- Provides an avenue to expand into Emerging Markets – Increasingly American companies such as Microsoft, HP, Cisco etc are using philanthropy to get acquainted with emerging markets as well as promote development.

Sponsorship Options

Title Sponsor – \$1000

Benefits:

- Feature highlight in title of event and right to use "5k Run to Give presented by ABC Company"
- Vendor opportunity day of event to distribute branded premium items, product samples, product information, and sell products;
- Large company logo on t-shirt in prominent position;
- Receive, "5k Run to Give title sponsor" recognition in all printed collateral for the event, in all electronic email blast advertisements for the event and on the 5k Run to Give website;
- Right to conduct research/data collection from 5k Run to Give participants;
- Inclusion of sponsor questions in 5k Run to Give attendee survey, if desired;
- Opportunity to add promotional information in goodie bags received by participants;
- Audio Announcement at beginning and end of race;
- Five (5) complimentary 5k Run to Give registrations;

Co-Sponsor – \$500

Benefits:

- Right to use “Co-sponsor of the 5k Run to Give”
- Vendor opportunity day of event to distribute branded premium items, product samples, product information, and sell products;
- Double size business card logo on t-shirt;
- Receive, “5k Run to Give co-sponsor” recognition in all printed collateral for the event, advertisements and on the 5k website;
- Opportunity to add promotional information in goodie bags received by participants;
- Two (2) complimentary registrations.

Sponsor – \$250

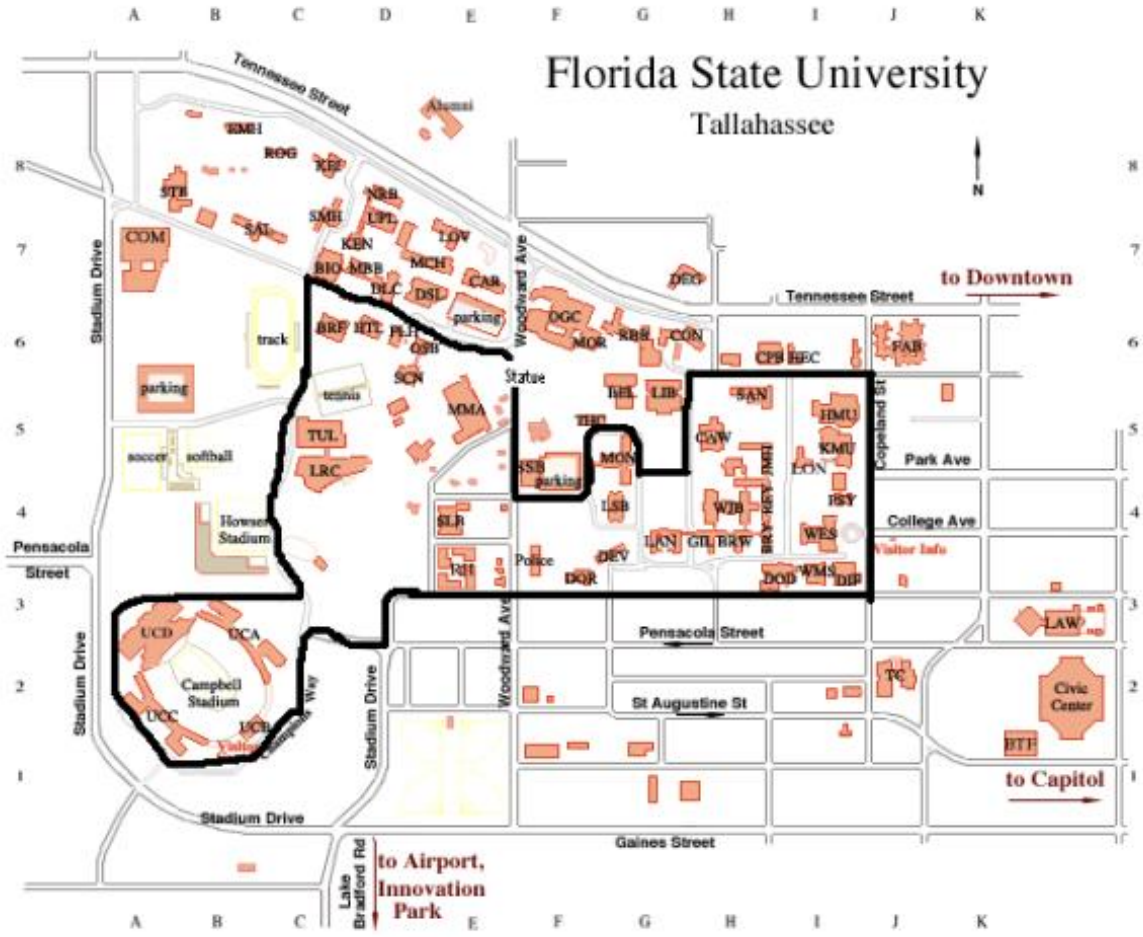
Benefits:

- Right to use “Sponsor of the 5k Run to Give”
- Vendor opportunity day of event to distribute branded premium items, product samples, product information, and sell products;
- Business card size name on t-shirt;
- Receive, “5k Run to Give sponsor” recognition in all printed collateral for the event and on the 5k website;
- Opportunity to add promotional information in goodie bags received by participants.

Event Patrons

- Opportunities to donate money, paper, printing, prizes, rental equipment, entertainment, etc.
- Runners, walkers, kids and spectators will participate in the raffle before and after the race. Raffle winners and sponsors will be announced over the Public Address System after the race.
- Receive “5k Run to Give co-sponsor” recognition on the 5k Run to Give website

5K Route (3.1 miles)



PBM Presents 5k Run to Give
Benefitting the Tallahassee Chapter of Florida Youth SHINE

Sponsorship Agreement

Choose your sponsorship option:

- Title Sponsor (\$1,000)
- Co-Sponsor (\$500)
- Sponsor (\$250)
- Event Patron _____

Please reserve your sponsorship as soon as possible!
Our deadline is October 20th.

Please send your business/company logo to
tallahassee@floridayouthshine.org **as a vector image (.ai, .eps, or .pdf). This allows the proper printing of the logo on the t-shirt. Business cards will not work.**

Contact Us

PBM Contact:
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Ernstpirrelouis@yahoo.com

FYS Chapter President:
Thomas Fair
Phone: 850-590-1004
tallahassee@floridayouthshine.org

5k Contact:
Moniece Jackson
Phone: 850-459-7305
moniece0805@gmail.com

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

Please enclose this form with your check made payable to: FSU Chapter of Progressive Black Men

FSU Chapter of Progressive Black Men is a 501 (c)(3) non-profit organization and your donation is tax deductible.

PBM Presents 5k Run to Give
Benefitting the Tallahassee Chapter of Florida Youth SHINE

Sunday, November 3, 2013 - 9:30 a.m.

Florida State University
Kickoff at Integration Statue
Registration Form

Full Name: _____

Gender: Male / Female (circle one) Age: (on race day) _____ Activity: Running / Walking (circle one)

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal _____

Code: _____ Country: _____ Employer _____

Phone: (____) _____ Email: _____

Shirt Size: (CIRCLE ONE) S M L XL 2XL

EVENT INFORMATION:

PARKING: Parking will be free.

RACE FEE: Early registration (before October 20th) \$20 for general public, \$15 for students and groups of 8+. Regular registration \$25.

Please indicate payment method Cash, Check or Secure online payment with debit/credit card: runtogive.eventbrite.com

EVENT DISCLAIMER: Please review the following waiver and disclaimer. By adding your signature, you accept this waiver and disclaimer. Waiver and Release: By participating in this Event, I do so at my own risk. I assume all risk of injury, illness, damage or loss to me or my property that might result, including without limitation, any loss or theft of personal property. I consent to medical treatment in the event of injury, accident and/or illness during the Event. I agree on behalf of myself (and my personal representatives, heirs, executors, administrators, agents and assigns) to release and discharge the organizers of this event, its principals, its officers & directors, its employees, all sponsors and their representatives and employees from any and all claims or causes of action (known or unknown) arising out of their negligence. I acknowledge that I have carefully read this 'Waiver and Release' and fully understand that it is a release of liability. By my signature below, I am waiving any right that I may have to bring legal action to assert a claim against any and all Event sponsors for their negligence. I hereby grant full permission to any and all of the foregoing to use my name and likeness in any broadcast, telecast, video or print media reporting or advertising of the Event without compensation.

I AGREE Sign here: _____