

2015 SPONSORSHIP PACKET



I Have the Power



HISTORY OF THE SUPERHERO 5K

Brenda Stephenson (Arkansas State Police) and Tammy Marcoe (Russellville Police Department) started to plan the first Superhero 5K in 2013 after the son of Tammy's co-worker was diagnosed with an inoperable brain tumor. The race was an effort to raise funds for Carter Nuckols, son of Russellville Police Officer Michael Nuckols. Carter's campaign was "Hero's for Carter" and heroes are exactly what we got- SUPERHEROES!

The River Valley community came together and made the race a success with nearly 500 participants, making the Superhero 5K Russellville's biggest race ever! Brenda and Tammy enlisted the help of Jaime Keys (Arkansas Probation and Parole) to organize a kids' fun run that was unforgettable! An astounding amount of volunteers made the event possible. Organizers were able to donate over \$8200 to the Nuckols family to help with their medical and travel expenses.

Due to the overwhelming community support, Brenda, Tammy, and Jaime decided to make the race an annual event, honoring a different child in the community each year. The goal is to raise awareness of child cancer and to continue bringing the community together while helping those affected financially.

In 2014, three families were chosen as beneficiaries: Morgan Schwehm of Russellville, Korey Heath of Russellville, and Brea Bunting of Dardanelle. Again, the community came together to make the race very successful and nearly \$13,000 in race proceeds was split between the families.



Carter Gaige Nuckols
September 22, 2008 – September 29, 2013

2015 BENEFICIARY

This year's superhero is Liam "He-Man" Holland and is hands down the bravest baby we have ever had the pleasure of meeting. Diagnosed with neuroblastoma only hours after birth, Liam is an amazing little guy that is less than a year old! Liam is the son of Devin and Elizabeth Holland of Russellville. His sister, Madi, is four years old. His cancer affects his kidney and the surrounding area. Liam has undergone several rounds of chemo at Arkansas Children's Hospital and was referred to the Children's Hospital of Philadelphia (CHOP) for a surgery consult. On January 29, 2015 Liam was officially deemed cancer free after an operation was conducted to remove the tumor. Although the battle isn't completely over, the outlook for Liam is spectacular!



2015 RACE INFORMATION

Time: Saturday, May 23, 2015 at 8:00 a.m.

Place: Russellville Jr. High School

Registration:

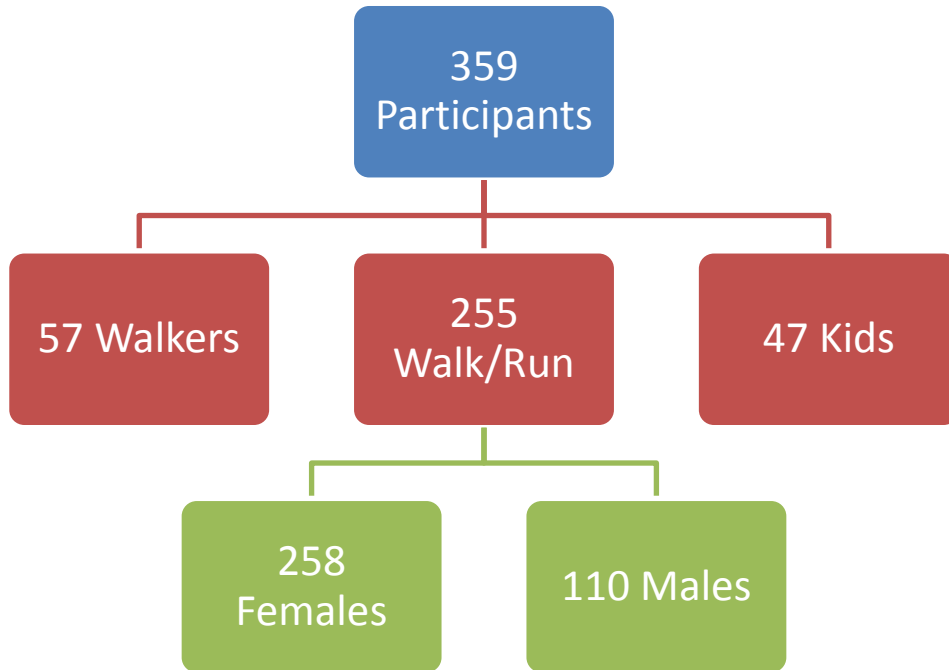
- Time Frames
 - Early registration starts February 1st
 - \$25 5K
 - \$15 Kids' 1K
 - Late registration starts April 13th
 - \$30 5K
 - \$20 Kids' 1K
 - Same-Day registration available

- How to Register
 - Online through Eventbrite
 - Link found on race website
 - Can also go directly to Eventbrite website
 - Small additional fee applies
 - Mail-In
 - Form can be found on race website
 - Mail to PO Box listed
 - Include check or money order payable to Superhero 5K

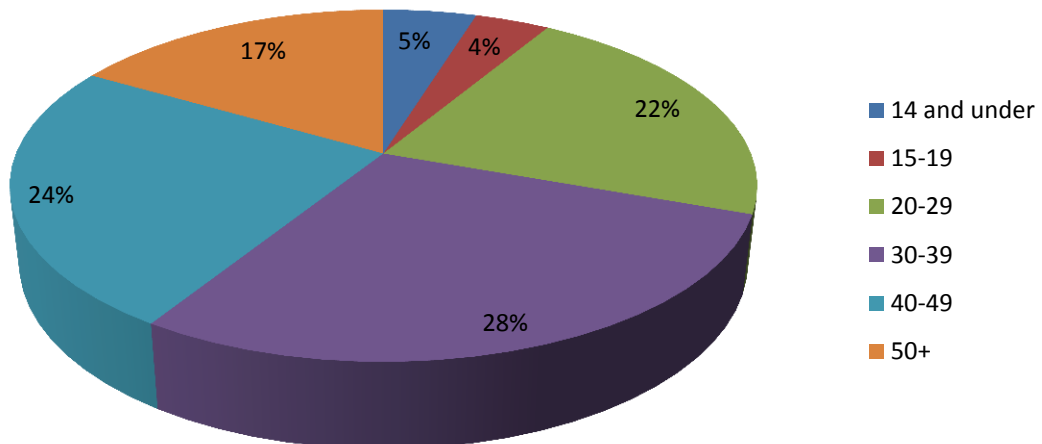
Race Day:

- Superhero costumes are encouraged and a costume contest will take place
- Each 5K participant receives a t-shirt and bib in race packet
- Participants of the Kids' 1K receive a goody packet and a t-shirt
- Winners of each age and sex division will receive trophies
- DJ will be present near the start/finish lines

2014 DEMOGRAPHICS



5K Walk/Run Age Demographics



SPONSORSHIP OPTIONS

OPTIMUS PRIME Sponsorship

\$1000 and up

- ⇒ Sponsor display at event (provided by sponsor)
- ⇒ Link from River Valley Superhero 5K website and Facebook page
- ⇒ Extra Large logo printed on race t-shirt
- ⇒ 6 complimentary 5K entries
- ⇒ Sponsorship recognition in race packet and on race day
 - Opportunities to:
 - Participate in pre-race ceremonies and post-race award ceremonies
 - Designate a person of your choice as one of the official costume judges
 - Provide bags for race participants with your business name and logo on it
 - Provide sample product and/or literature to all race participants

HULK Sponsorship

\$750

- ⇒ Sponsor display at event (provided by sponsor)
- ⇒ Link from River Valley Superhero 5K website and Facebook page
- ⇒ Large logo printed on race t-shirt
- ⇒ 6 complimentary 5K entries
- ⇒ Sponsorship recognition in race packet and on race day
 - Opportunities to:
 - Provide bags for race participants with your business name and logo on it
 - Provide sample product and/or literature to all race participants

SUPERMAN Sponsorship

\$500

- ⇒ Sponsor display at event (provided by sponsor)
- ⇒ Link from River Valley Superhero 5K website and Facebook page
- ⇒ Large logo printed on race t-shirt
- ⇒ 4 complimentary 5K entries
- ⇒ Sponsorship recognition in race packet and on race day
 - Opportunities to:
 - Provide bags for race participants with your business name and logo on it
 - Provide sample product and/or literature to all race participants

SPONSORSHIP OPTIONS (cont.)

BATMAN Sponsorship

\$250

- ⇒ Sponsor display at event (provided by sponsor)
- ⇒ Recognition on River Valley Superhero 5K website and Facebook page
- ⇒ Medium logo printed on race t-shirt
- ⇒ 2 complimentary 5K entries
- ⇒ Sponsorship recognition in race packet and on race day
- ⇒ Opportunity to provide sample product and/or literature to all race participants

CAPTAIN AMERICA Sponsorship

\$150

- ⇒ Sponsor display at event (provided by sponsor)
- ⇒ Recognition on River Valley Superhero 5K website and Facebook page
- ⇒ Small logo printed on race t-shirt
- ⇒ 1 complimentary 5K entry
- ⇒ Sponsorship recognition in race packets and on race day
- ⇒ Opportunity to provide sample product and/or literature to all race participants

SPIDERMAN Sponsorship

\$100

- ⇒ Recognition on River Valley Superhero 5K website and Facebook page
- ⇒ Name printed on race t-shirt
- ⇒ Sponsorship recognition in race packets and on race day
- ⇒ Opportunity to provide sample product and/or literature to all race participants

IRONMAN Sponsorship

Less than \$100

- ⇒ Recognition on River Valley Superhero 5K website and Facebook page
- ⇒ Sponsorship recognition during announcements

IN-KIND Sponsorship: Your business/organization's level of sponsorship will be greatly appreciated in the form of goods and services and recognized per the above schedule

(Example: value of goods or services = \$150, qualifies as a "CAPTAIN AMERICA" sponsorship)

RIVER VALLEY SUPERHERO 5K SPONSORSHIP FORM

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Please check sponsorship level:

___ OPTIMUS PRIME Sponsorship (\$1000+)

___ CAPTAIN AMERICA Sponsorship (\$150)

___ HULK Sponsorship (\$750)

___ SPIDERMAN Sponsorship (\$100)

___ SUPERMAN Sponsorship (\$500)

___ IRONMAN Sponsorship (less than \$100)

___ BATMAN Sponsorship (\$250)

IN-KIND Sponsorship applies, please describe:

Please send this form and check made payable to:

River Valley Superhero 5K
PO Box 11722
Russellville, AR 72812

SUPERHERO 5K CONTACT INFORMATION

Organizers:

- Brenda Stephenson 479-243-6427
- Tammy Marcoe 479-280-4987
- Jaime Keys 479-747-0165

Email: rivalleysuperhero5k@gmail.com

Mailing address: PO Box 11722, Russellville, AR 72812

Website: www.rivalleysuperhero5k.org

Facebook: www.facebook.com/rivalleysuperhero5k

WEBSITE



FACEBOOK



ONLINE REGISTRATION

