

2017 SPONSORSHIP PACKET



5th Annual River Valley Superhero 5K



IRS 501(c)3 Non-Profit Organization

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 5K 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.

The 2015 beneficiary was infant Liam Holland of Russellville. Yet again, the community came through and allowed us to donate approximately \$9,000 to the Holland family.

For 2016, even though attendance was slightly down, the sponsors came through and saved the day. We were able to donate a total of \$13,000 to Samantha's and Aly's families.



PAST BENEFICIARIES

2013

Carter Gaige Nuckols

September 22, 2008 – September 29, 2013



2014

Breya, Korey, and Morgan



2015

Liam Holland



2016

Samantha and Alyonna



2017 BENEFICIARY



Aiden Tucker Watters is the 15 year old son of Jeremy Watters (wife Kathy) of Morrilton and Summer James (husband Jeff) of Plumerville. Aiden has three brothers (Drew-19, Daeron-18, Blake-14) and one sister (Sydnie-12).

Aiden and his family have had several difficult events since November 2016. His stepmother, Kathy, had an illness that required major surgery and an extended recovery time. During this same month, Aiden's stepfather, Jeff, lost his battle with liver disease and renal cell carcinoma. The family hoped that December would be a better month. However, Aiden developed a bad cough the week of his stepfather's funeral. Not long after that, he started having shortness of breath. He was taken to his family physician. When the doctor did a chest x ray, it was apparent that something was not right. Aiden and his family were sent immediately to Arkansas Children's Hospital. Aiden was quickly examined and after several tests, the family heard the news that a parent never wants to hear. Aiden had a very large mass in his chest that was causing severe respiratory distress. The mass was caused by T-Cell Acute Lymphocytic Leukemia.

Aiden completed his first induction of chemotherapy in January 2017 at Arkansas Children's Hospital. He has had several bumps along the way. The most recent being a large blood clot in his right arm that required another week long hospital stay. However, the doctors are pleased with his progress. Aiden's form of ALL has a 99% remission rate. He still has a long road to complete remission. However, Aiden is a very determined, strong young man. He and his family cannot wait to see what the future holds for Aiden. #AidensArmy

2017 RACE INFORMATION

Time: Saturday, May 27, 2017 at 8:00 a.m.

Place: Russellville Jr. High School

Registration:

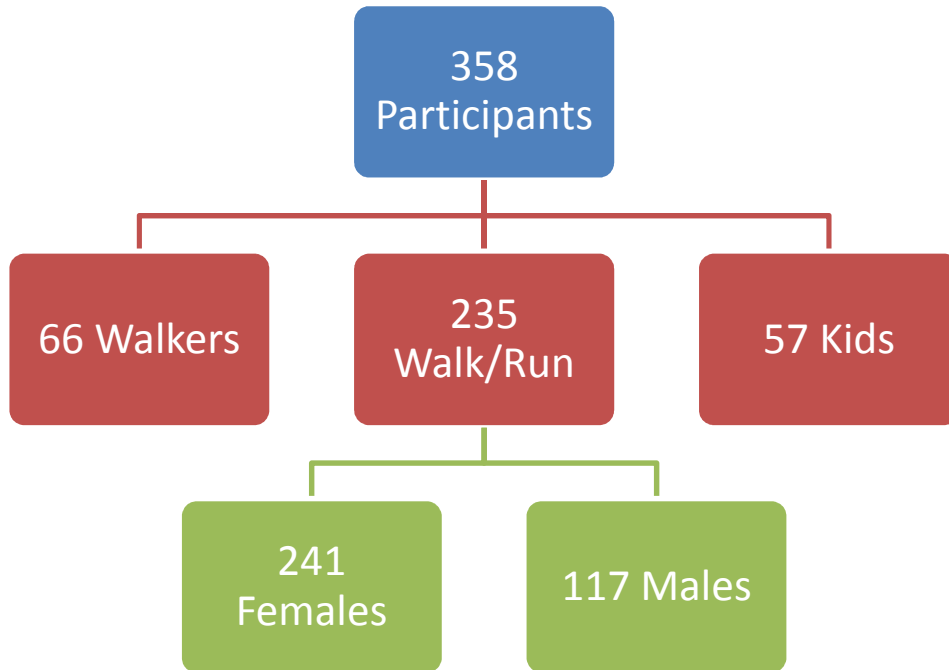
- Time Frames
 - Early registration starts February 4th
 - \$25 5K
 - \$15 5K Wheelchair
 - \$15 Kids' 1K
 - Late registration starts May 2nd
 - \$30 5K
 - \$20 5K Wheelchair
 - \$20 Kids' 1K
 - Same-Day registration available

- 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

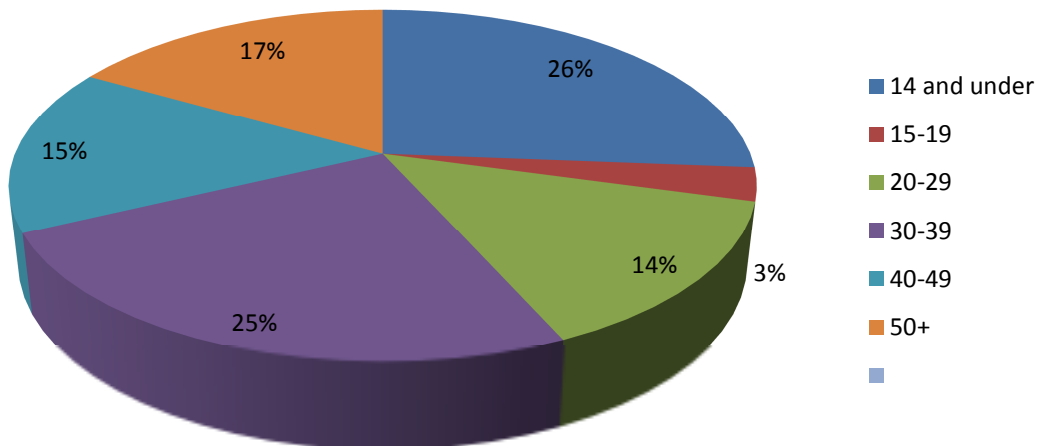
Race Day:

- 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, medallion and a t-shirt
- Winners of each age and sex division will receive custom trophies
- DJ will be present near the start/finish lines

2016 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
- Kari Powers 479-858-1140

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

