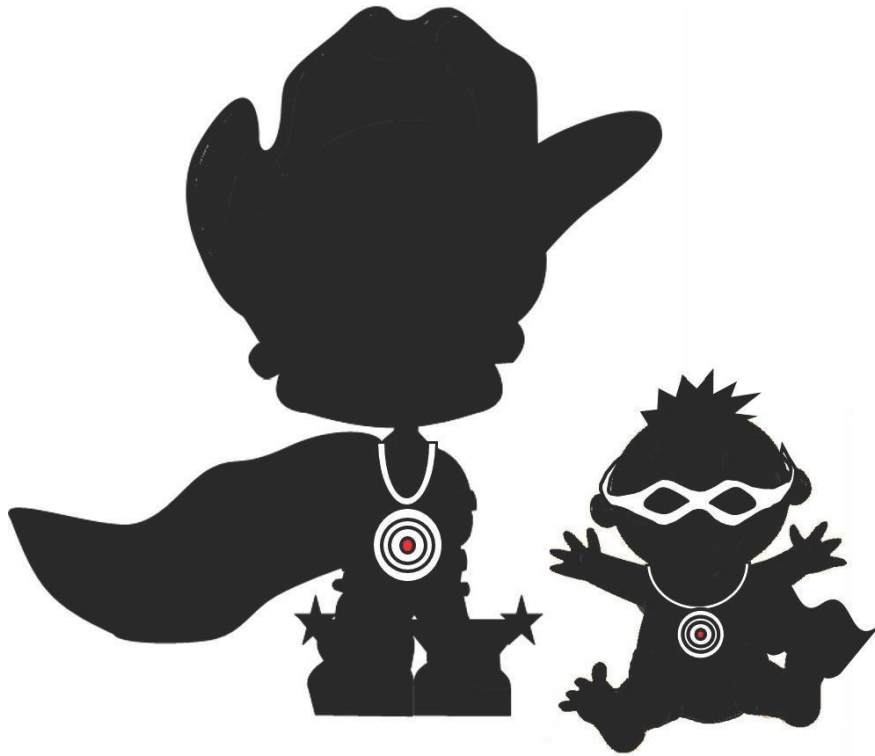


2018 SPONSORSHIP PACKET



6th 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, Corey 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.

The 2017 beneficiary was Aiden Watters, 15 year old from Morrilton. The community continues to support these superheroes, and we were able to donate just over \$10,000 to Aiden's family.



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 Aiden Watters

2018 BENEFICIARY



Ethan Gutierrez, 3 year old



Braxton Shanek, 6 month old

Ethan Rey Gutierrez is the 3 year old son of Brandon Gutierrez of Dardanelle and Krystal Rhinehart of Dardanelle. Ethan has one little brother named Jeremiah (4 months) by his father Brandon, and stepmother Marily.

Ethan was having some leg pain, which we all thought was growing pains because he only mention that his leg had hurt a couple of times and then it was never spoken of again. A couple of weeks went by and I had noticed that he was getting tired quicker, he had bogs under his eyes, he was getting sick more often and last but not least his leg pain was back. We took him to the doctor. I told her about everything that had been going on and she told that she was going to run some blood test on him. The test results were something that parents never wanted to hear. They immediately sent us to Children's Hospital in Little rock where he was later diagnosed with Acute Lymphoblastic Leukemia on January 17, 2018

A disease that is very common in 3-5 year olds, and there is no known cause. The only comforting words in that moment was that we were also told that it's a very curable disease. A couple of days later he had a bone marrow biopsy, lumbar puncture, and a port put in his chest. We were blessed with negative results from the lumbar puncture which meant that they didn't find any cancer cells in his spine. He has gone through a few rounds of chemo and strong steroids. He will continue his treatment for the next three years, and then come in every six months to a year for blood work to make sure that the cancer doesn't come back. He has his ups and downs, but overall he does the best he can to be the cheerful, goofy cowboy we all know. It's going to be a long road ahead for all of us, but with the support of Ethan's family and friend's rooting him on, I know he is going to beat this disease! #PRAYFORETHAN#ETHANSTRONG

Braxton Dale Shanek was born in July 22, 2017 to Dale and Mallory Shanek of Hector. Braxton was born full term with no pregnancy complications. At birth, he was diagnosed with meconium aspiration. While being bagged for the meconium aspiration a hole was blown in one lung. This caused all of his organs to be pushed to the side. Braxton was stabilized and rushed to Arkansas Children's Hospital. Once at ACH, he was placed on an ECMO machine (life support for children). Braxton remained on life support for 3 ½ days. Braxton spent 6 ½ weeks in NICU and then moved to ITU where he stayed for 15 weeks. During his 5 month stay at ACH, Braxton was intubated 4 times and had to be reintubated due to breathing complications. His throat was scoped two times before it was determined that he would need to have a tracheostomy and a G-tube inserted. Braxton takes nothing by mouth. The ENT doctor that scoped his throat collapses the scar tissue sticks together and does not reopen and then ends up healing together resulting in his airway closing. The ENT placed a stint in for 7 weeks to try and open the airway. The stint was successful. Also during this time, it was determined that Braxton was blind. After seeing a corneal specialist at ACH he was diagnosed with a rare form of blindness. His corneas don't work properly. Braxton is only able to see light. It took three months to have Braxton weaned off the ventilator and two months to be weaned off of morphine and methadone.

Finally on December 21, 2017, Braxton was able to go home for the first time. It was a short stay because two weeks later he is now in Pittsburgh, PA for a corneal eye transplant. Braxton now has two corneal transplants and he and his family will have to remain in Pittsburgh for six to eight weeks. Hopefully his body will accept the new corneas. The doctor is still unsure how well he will be able to see. Braxton will have to have his trach for two to four years before it can be removed. As the doctor explained to Dale and Mallory, "This is going to be a marathon, not a sprint".

Dale works for Precision Pipeline. Mallory had to quit her job as a dietician to stay home with Braxton. Braxton has to have two caregivers. Mallory's mom, Sherri Selman, is Braxton's other caregiver since Dale works.

2018 RACE INFORMATION

Time: Saturday, April 28, 2018 at 8:00 a.m.

Place: Russellville Jr. High School

Registration:

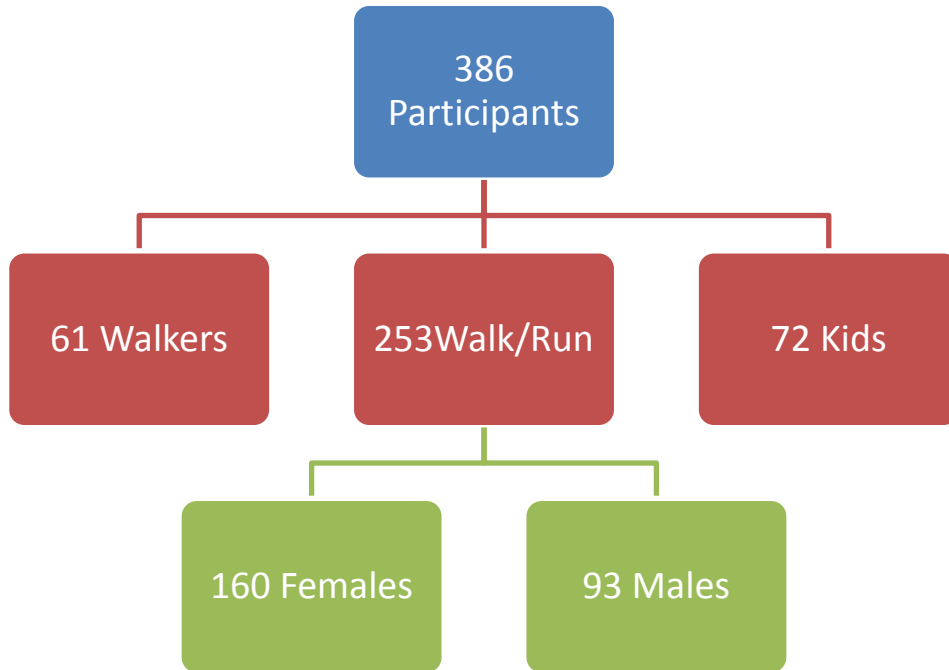
- Time Frames
 - Early registration starts February 9th
 - \$25 Walk/Run 5K
 - \$25 Walk Only 5K
 - \$15 Kids' 1K
 - Late registration starts April 2nd
 - \$30 Walk/Run 5K
 - \$30 Walk Only 5K
 - \$20 Kids' 1K
 - Same-Day registration available

- How to Register
 - Online through Race Result
 - Link found on race website
 - Can also go to Stearns Race Management
 - 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

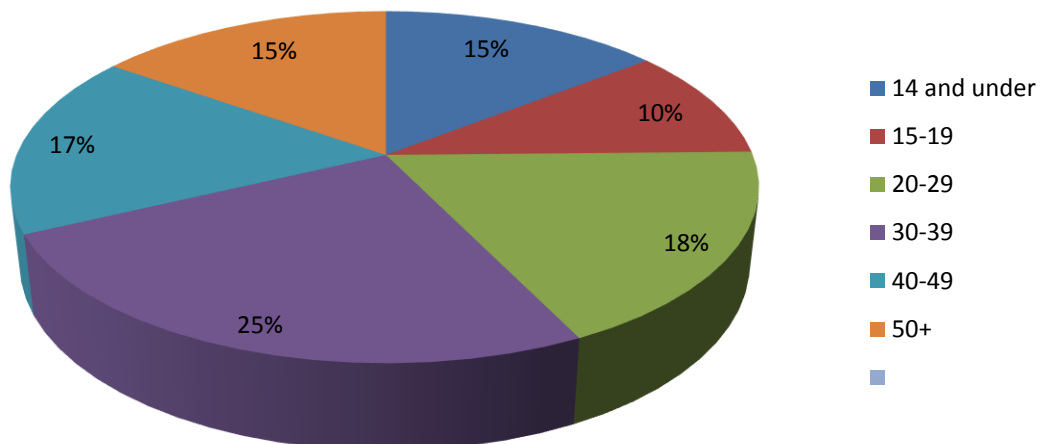
Race Day:

- 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

2018 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: _____

Would you like to set up a booth at the race? Yes No

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 Dougan 479-280-4987

Mailing address: PO Box 11722, Russellville, AR 72812

Email: rivalleysuperhero5k@gmail.com

Website: www.rivalleysuperhero5k.org

Facebook: www.facebook.com/rivalleysuperhero5k

WEBSITE



FACEBOOK



ONLINE REGISTRATION

