

# 2019 SPONSORSHIP PACKET



## \*7<sup>th</sup> Annual River Valley Superhero 5K\*



IRS 501(c)3 Non-Profit Organization

## **HISTORY OF THE SUPERHERO 5K**

Brenda Stephenson and Tammy Dougan 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 largest 5K ever at that time! Brenda and Tammy enlisted the help of Jaime Keys 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. 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. The 2018 race benefited Ethan Gutierrez and Braxton Shanek. We had record donations from sponsors and amazing support from the community. This allowed us to donate over \$9,000 to these 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 Aiden Watters**



**2018 Braxton and Ethan**



## 2019 BENEFICIARY



**Greyson Reid Gilliam**, of Russellville, is the 2-year-old son of Andrea Gilliam. He has an older sister, Katlyne (19), who attends school at Hendrix College. Greyson's grandmother, Pamela Gilliam, is one of his biggest fans. If you see Greyson around town, he is likely sporting a dinosaur and/or monster truck!

Greyson was a surprise baby and was considered a high-risk pregnancy early on due to mom's age. Extra tests were ran as a precaution, but the results were all but expected. The family learned that Greyson had multiple abnormalities. This sparked a referral to UAMS and weekly visits for the duration of the pregnancy. As a result, mom lost her job due to excessive absences. As the weekly visits progressed, mom was told that Greyson may not make it long after delivery and would be sent directly to ACH after the scheduled C-section.

Greyson made an appearance on July 14, 2016 but was sent to ACH immediately for respiratory distress and further testing. When mom was released from UAMS, she joined Greyson at ACH where he stayed in the NICU for months. After what seemed like endless testing, Greyson was diagnosed with VACTERL Association, which affects 1 in 40,000 kids. With this diagnosis, Greyson had a malrotation of the intestine, most of his organs positioned on the opposite side that they should be, a tethered cord, a hemivertebra spine, congenital scoliosis at a 45-50 degree curve, missing his left kidney and right kidney is a hydro nephrosis grade 1, his ribs are fused together with one side missing a rib and the other side with an extra rib, and he has a hole in the heart that will need to be surgically closed. In addition to this list, Greyson has diverticulum of the bladder, restrictive lung disease that puts him at risk for respiratory infections, is missing his right radial bone and thumb, and he can't gain weight since he burns so many calories in effort to just breathe. Greyson makes frequent trips to Little Rock for medical care and currently sees a total of 14 doctors including pulmonary, cardiology, and orthopedic doctors that are formulating a treatment plan. Greyson is also a regular at Pediatrics Plus in Russellville and absolutely loves the therapists that he works with. The physical therapy, speech therapy, and occupational therapy he receives there has contributed greatly to the improvements he has made thus far.

While Greyson may have been a surprise baby, he also saved his mom's life in the process. During the multiple genetic tests that were ran on Greyson and Andrea, Andrea discovered that she carried the BRCA2 gene that can cause specifically breast and ovarian cancer. Andrea had a full hysterectomy and a double mastectomy; basal cell carcinoma was found. She would have never known without all of the genetic testing that Greyson sparked – Greyson saved his mom's life.

## 2019 RACE INFORMATION

**Time:** Saturday, May 25, 2019 at 8:00 a.m.

**Place:** Russellville Jr. High School

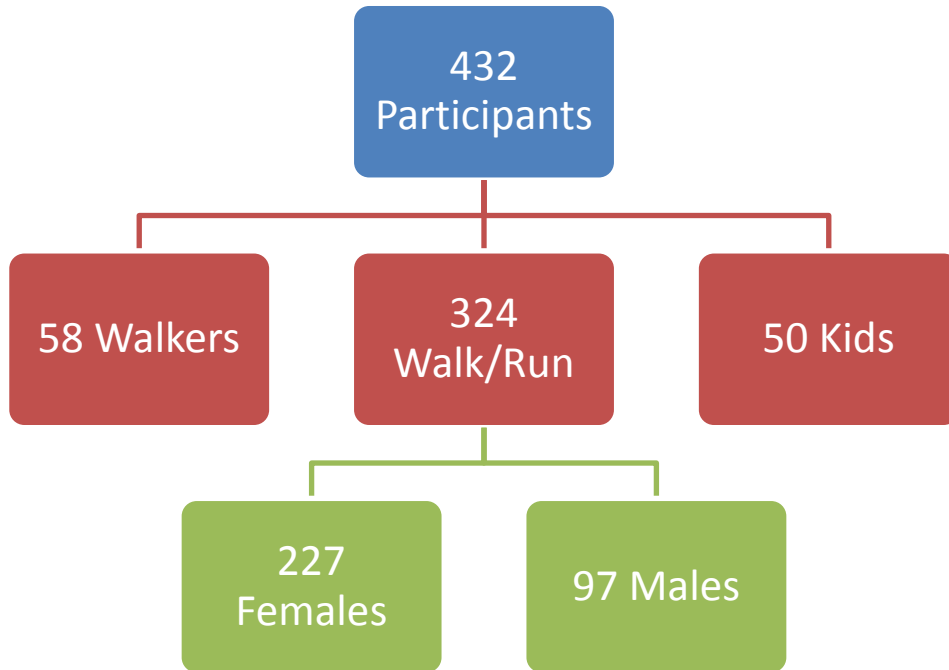
### Registration:

- Time Frames
  - Early registration starts January 19<sup>th</sup>
    - \$25 Walk/Run 5K
    - \$25 Walk Only 5K
    - \$15 Kids' 1K
  - Late registration starts May 2<sup>nd</sup>
    - \$30 Walk/Run 5K
    - \$30 Walk Only 5K
    - \$20 Kids' 1K
  - Same-Day registration available
  
- How to Register
  - Online through Race Entry
    - Link found on race website
    - Click register from Facebook
    - 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

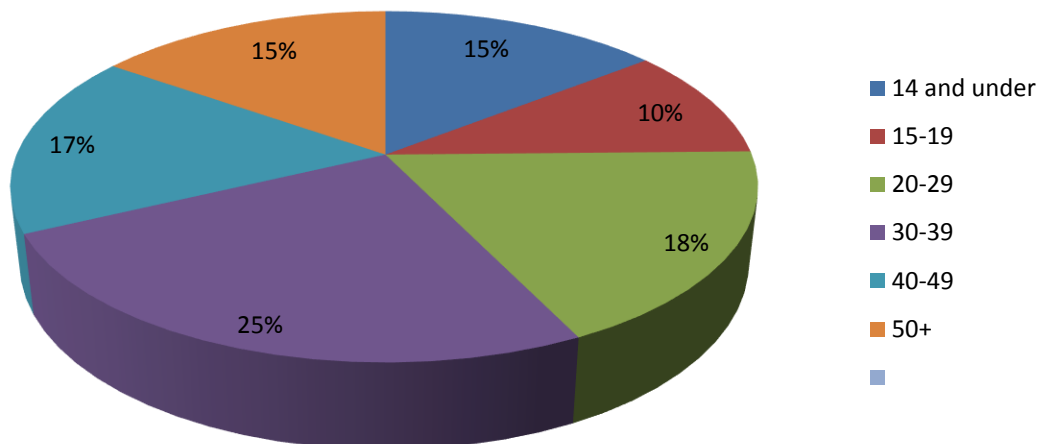
### Race Day:

- 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](mailto:rivalleysuperhero5k@gmail.com)

Website: [www.rivalleysuperhero5k.org](http://www.rivalleysuperhero5k.org)

Facebook: [www.facebook.com/rivalleysuperhero5k](http://www.facebook.com/rivalleysuperhero5k)

### **WEBSITE**



### **FACEBOOK**



### **ONLINE REGISTRATION**

