

# 2019 SPONSORSHIP PACKET



## \*8<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! We were able to donate over \$8200 to the Nuckols family to help with their medical and travel expenses.

Due to the overwhelming community support, we 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 2019 Kayte Jones joined forces with after volunteering and running in the race for several years.

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. In 2019 we had our biggest year yet and were able to donate over \$17,000 to the family of Greyson Gilliam. **We have donated over \$80,000 to local families since 2013!**



## 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 Greyson Gilliam**

## 2020 BENEFICIARY

**Lander Duvall** is the 6-year-old son of Kaitlin Vantine and Logan Duvall. Kaitlin and Logan, originally both from Atkins, now reside in Pottsville and North Little Rock. Lander has four siblings: 5-year-old Kentlee Vantine, 4-year-old Kamry Duvall, 4-month-old Kennyn Vantine, and 3-month-old Rowan Duvall.



Over the summer of 2019, Lander was diagnosed with stage 4 nephroblastoma (Wilms tumor) that spread to his lymph nodes and lung. Lander had surgery to remove his kidney and surrounding lymph nodes. He has since been undergoing chemotherapy with positive results.



Lander received, hopefully, his last dose of chemo recently and will continue to get scans to ensure the cancer does not return.

Lander attends the Pottsville Elementary School. He loves Dr. Strange and Spiderman!

## **2020 RACE INFORMATION**

**Time:** Saturday, May 23, 2020 at 8:00 a.m.

**Place:** Russellville Jr. High School

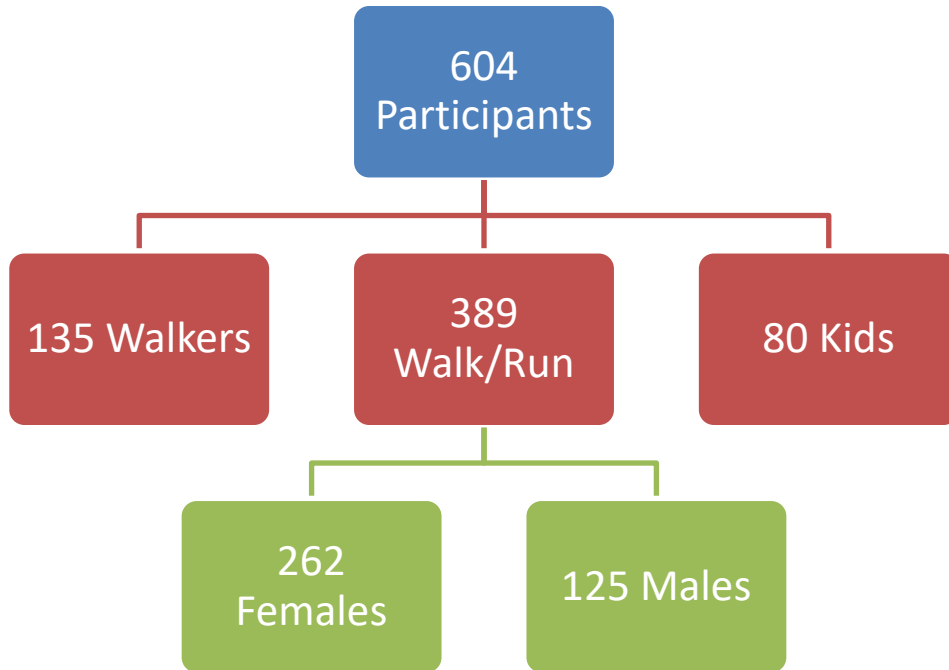
### **Registration:**

- Time Frames
  - Early registration starts February 1<sup>st</sup>
    - \$25 Walk/Run 5K
    - \$25 Walk Only 5K
    - \$25 Virtual 5K
    - \$15 Kids' 1K
  - Late registration starts May 2<sup>nd</sup>
    - \$30 Walk/Run 5K
    - \$30 Walk Only 5K
    - \$30 Virtual 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

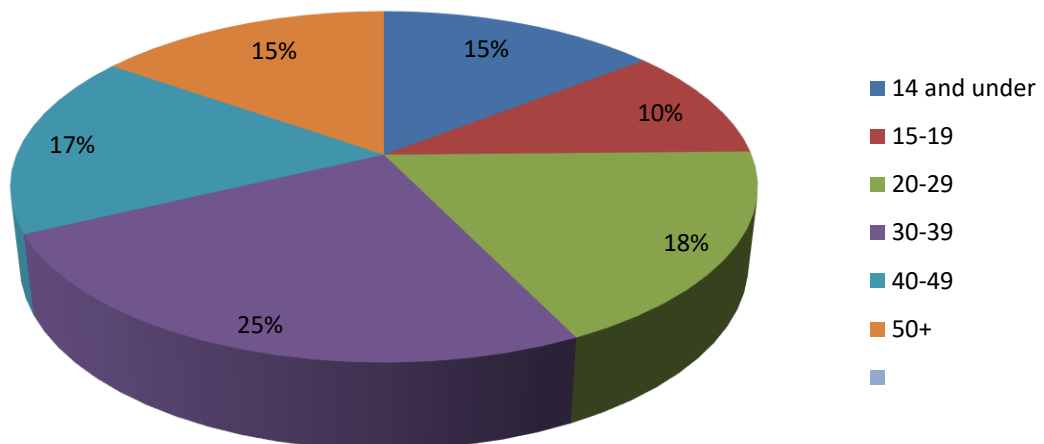
### **Race Day:**

- 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

## 2019 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
- ⇒ Medium 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
- ⇒ Small 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
- ⇒ Name 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
- ⇒ 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
- Katye Jones 618-340-1038

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](https://www.facebook.com/rivalleysuperhero5k)

### **WEBSITE**



### **FACEBOOK**



### **ONLINE REGISTRATION**

