

2022 SPONSORSHIP PACKET



10th Annual River Valley Superhero 5K



IRS 501(c)3 Non-Profit Organization

HISTORY OF THE SUPERHERO 5K

Brenda Gibbons 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 former 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 Katy Jones joined forces with the organization 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. Although 2020 turned virtual, we were still able to donate over \$11,000 to the family of Lander Duvall. We had a huge year in 2021 with over \$16,000 donated to the family of Juniper Peeler. **We have donated over \$105,000 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 Lander Duvall



2021 Juniper Peeler

2022 BENEFICIARIES

Camryn (Cam) Gunther is the 2-year-old daughter of Cody and Catherine Gunther from Bigelow. She has a 5-year-old sister named Colyn, who is her very best friend! Cam was diagnosed in May 2021 with IL10 Receptor Deficiency, a rare autoimmune disease (less than 3 in U.S.) that causes inflammation in the body, mostly the gastrointestinal tract. Since her diagnoses, she has undergone two surgeries, must take a daily injection, and is awaiting a bone marrow transplant. Cam is currently receiving treatment at St. Louis Children’s Hospital. You can follow Cam’s story on the “Currently with Cam” Facebook page.

Oland Noakes is the 6-year-old son of Tessa Dollar and Bobby Noakes from Russellville. He has an 11-year-old brother named Bentley, who has been his rock! In October 2021, Oland was taken to the doctor for what was thought to be congestion, but x-rays revealed a football-sized mass in his chest. After multiple tests and scans at Arkansas Children’s Hospital, Oland was diagnosed with Acute Lymphoblastic Leukemia (ALL), with 40% of his bone marrow containing cancer cells. Oland’s first phase of treatment involved intense chemo, medications, procedures, surgeries, blood products, and endless prayers. Now, less than 1% of his bone marrow contains cancer cells, but his treatment plan is expected to last at least 3 years to prevent the cancer from coming back. [#gatheringarrows](#) [#olandovercomes](#)

These brave superheroes both have huge personalities and kind hearts. We are excited to rally the community to surround them with support and prayers. You can read more about their stories on our website.



SPONSORSHIP OPTIONS

OPTIMUS PRIME Sponsorship

\$1000 and up

- ⇒ Large logo printed on race t-shirt
- ⇒ 6 complimentary 5K entries
- ⇒ Link from River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period
- ⇒ Sponsorship recognition in race packet
- ⇒ 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

HULK Sponsorship

\$750

- ⇒ Medium logo printed on race t-shirt
- ⇒ 5 complimentary 5K entries
- ⇒ Link from River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period
- ⇒ Sponsorship recognition in race packet
- ⇒ Opportunity to provide sample product and/or literature to all race participants

SUPERMAN Sponsorship

\$500

- ⇒ Small logo printed on race t-shirt
- ⇒ 4 complimentary 5K entries
- ⇒ Link from River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period
- ⇒ Sponsorship recognition in race packet
- ⇒ Opportunities to provide sample product and/or literature to all race participants

SPONSORSHIP OPTIONS (cont.)

BATMAN Sponsorship

\$250

- ⇒ Business name printed on race t-shirt
- ⇒ 2 complimentary 5K entries
- ⇒ Recognition on River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period
- ⇒ Sponsorship recognition in race packet
- ⇒ Opportunity to provide sample product and/or literature to all race participants

CAPTAIN AMERICA Sponsorship

\$150

- ⇒ 1 complimentary 5K entry
- ⇒ Recognition on River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period

SPIDERMAN Sponsorship

\$100

- ⇒ Recognition on River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period

IRONMAN Sponsorship

Less than \$100

- ⇒ Recognition on River Valley Superhero 5K website and registration site
- ⇒ Facebook page mentions throughout the registration period

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

The race takes place on Saturday, May 28th at 8am at the Russellville Jr. High School. Packet pickup will be Friday, May 27th at the Russellville Junior High School on the east side. Virtual packets can be mailed for an additional cost.

Contact Info:

- Brenda Stephenson 479-243-6427
- Tammy Dougan 479-280-4987
- Katye Jones 618-340-1038

Mailing address: PO Box 11722, Russellville, AR 72812

Email: rivervalleysuperhero5k@gmail.com

Website: www.rivervalleysuperhero5k.org

Facebook: www.facebook.com/rivervalleysuperhero5k

WEBSITE



FACEBOOK



ONLINE REGISTRATION

