



Dear local business owner:

Supporting Brevard County's children and families takes an entire community of people working for the better good. It also takes awareness, funding and active participation.

In 2020, four well-established, community-driven 5K races partnered for the 2nd annual **Run for the Kids** four-race event. All revenue benefitted four Brevard-based organizations that provide funding, resources and other assistance for children and their families.

The events were so successful that the races have partnered again for the **Run for the Kids Challenge 2021**.

The race challenge consists of:

- Tooth Trot 5K, held January 23, 2021
- Brevard PALS 5K Run/Walk for Autism Awareness, held February 20, 2021
- Brianna Marie Foundation 5K, held March 6, 2021
- Downtown Melbourne 5K to benefit The Haven, held March 20, 2021

As a sponsor, you'll have the opportunity to align your business with these causes and the publicity these races will produce to the 15,000+ local runners in Brevard County.

More importantly, you'll have the opportunity to positively impact these Space Coast organizations that do so much for so many children and families.

Sponsors will be aggressively promoted at all four races – in print (materials like race forms), online (through registration, social media pages and organization websites), and will be verbally acknowledged at all race functions.

All donations and corporate sponsorships are tax-deductible and will receive a charitable donation receipt.

We look forward to working together. Our 2021 sponsorships levels follow on the next page.

David Scholl

Director – Run for the Kids Challenge

Katie Powalski Parsons

Marketing – Run for the Kids Challenge

Aran Hissam – Director, Brianna Marie 5K

Joseph Werner – Director, PALS Autism Awareness 5K

Nick Rowley / Jerry Bird – Co-Directors, Tooth Trot 5K

Frank Webbe – Director, Downtown Melbourne 5K



Medal Sponsors – Up to 4 Available -- \$5,000

- Your business logo on lanyard of all series finisher medals (commitment by 10/1)
- Medal sponsor attribution on ALL race marketing materials - in print and online
- Your business name and logo on series Facebook page, linked to your site
- 10 free series entries
- Space at each event for business promotion
- Promotional items in race swag bags
- Vocal acknowledgment of your contribution at every race in the series
- Your business logo on a banner hung at each race of the series
- Your business' participation listed in race series announcement press release
- The opportunity to pass out medals at end of the series, wearing your business logo/T-shirts
- The opportunity to speak at the final race of the series in March, 2019

Community Sponsor – Up to 10 available -- \$1,000

- Community sponsor attribution on ALL race marketing materials - in print and online
- 3 free series entries
- Space at each event for business promotion
- Business name and logo on series Facebook page, linked to your site
- Promotional items in race swag bags
- Vocal acknowledgment of your contribution at every race in the series
- Your business logo on a banner hung at each race of the series
- Your business' participation listed in race series announcement press release

Fitness Sponsor – Unlimited -- \$500

- Fitness sponsor attribution on ALL race marketing materials - in print and online
- 1 free series entry
- Promotional items in race swag bags



Ready to Sponsor?

Please fill out the information below.

Check number _____ Total amount/value _____

Company name _____ Tax ID _____

Street Address _____

City _____ State _____ Zip _____

Contact _____ Phone _____

Email _____ Website _____

My business cannot sponsor but would like to make a donation. Enclosed is a gift of:

\$50___ \$75___ \$100___ \$200___ \$500___ Other _____

(amount)

Make checks payable to: Brianna Marie Foundation, Memo: Run for the Kids Challenge 2021

Mail checks to: Brianna Marie Foundation, P.O. Box 410402, Melbourne, FL 32941

For more information, email Challenge Director David Scholl at: dscholl222@gmail.com.



Give Kids a Smile, benefitted by the Tooth Trot 5K on January 25, 2020

In 2020, The Tooth Trot 5K supported the Give Kids a Smile event on February 1st, where 91 children were treated and over \$20,000 worth of dental care was provided free of charge. Learn more: <https://www.toothtrot.com/>

Brevard PALS, benefitted by the Brevard PALS 5K on February 15, 2020

Brevard PALS creates opportunities for individuals with Autism Spectrum Disorder, including their families. For the past 11 years, the 5K has provided funding for local children to attend summer camps designed with their socio-emotional needs in mind. The Brevard Autism Coalition 5K for Autism awareness raised \$5,000 to support the Prevocational Adventure Camp in early March which taught job skills to 10 adolescents with Autism, and also supported Camp-2-Can 2020, a summer camp experience for children and adolescents with Autism. MORE INFO HERE ON NUMBER OF CHILDREN/FAMILIES SERVED Learn more: <http://www.pals-ucfcard.org>.

Brianna Marie Foundation, benefitted by the Brianna Marie Foundation 5K on March 7, 2020

The Brianna Marie Foundation is a grassroots Brevard nonprofit that has raised more than \$400,000 to fund research and support for fetal therapies, or surgeries that can be performed on babies while they are still in the womb. In 2020 raised almost \$50,000 to continue to advance the field of fetal medicine, including a grant to The Fetal Institute to further research on babies diagnosed with Spina Bifida., BMF helped fund the research and technology that created the first fetal patch for babies suffering from spina bifida to improve their outcomes for life after birth. BMF has also partnered with organizations like Johns Hopkins University, the University of California and the Fetal Health Foundation. Learn more: www.briannamariefoundation.com.

The Haven for Children, benefitted by the Downtown Melbourne 5K on March 21, 2020 (Actual race cancel due to COVID19 Pandemic)

Even with the cancellation of the race. The Downtown Melbourne 5K raised \$13,000 for the The Haven for Children, specifically funding tutoring, mental health counseling, school supplies, clothing, etc. to live up to their mission of providing healing and nurturing residential and therapeutic care for children who have emotional, behavioral and learning disorders and have been removed from their families due to abuse. The services provided are key to the healing process that allows these children to break the cycle of abuse and have a better future. Learn more: <http://www.thehavenforchildren.com/>



In 2019, four well-established 5K races in Brevard County came together to accomplish one goal: raise greater funds and awareness for organizations that benefit children and their families in the county, and beyond. Due to the popularity of the individual 5K races -- Tooth Trot, Brevard PALS, Brianna Marie Foundation and Downtown Melbourne -- promotional materials reached 10,000+ local runners.

The Annual Run for the Kids events has been featured in several local publications, including Florida Today, Everything Brevard, Viera Voice, WFIT Radio, Brevard Business News and Suntree Living. A dedicated Facebook page promoted, and continues to promote, the challenge, the individual races and the sponsors.



In its third year, Run for the Kids Challenge marketing materials will reach 15,000+ people through print, online media and individual race items, like T-shirts. A volunteer marketing director and social media manager is already promoting registration and early sponsors.

Your business can be part of the momentum that is already building for the third year of this popular four-race challenge. Sponsorship aligns your business name with the causes that are positively impacting local children and families.

Get on board early to maximize your exposure in race marketing. To confirm your spot, contact RFTK Challenge Director David Scholl at dscholl222@gmail.com.