



## THE "RUNNING" EVENT FOR THE REST OF US

JUNE 25, 2022 | LOUISVILLE, KY  
LYNN FAMILY STADIUM  
Adams Street *between* Cable & Campbell



### 2022 SPONSORSHIP OPPORTUNITIES



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# FINALLY, A RACE FOR THE REST OF US!

**The Blessings in a Backpack 0.5k** — that's not a typo, our "race" is, in fact, only 546 yards — will incorporate all the typical race elements but without any of the training or effort. Think a 0.5K Euro-style sticker for your car, a hydration station at the halfway point that serves coffee and carbs, and a medical tent that may or may not be manned. At the finish line, we will celebrate with participation medals and a family friendly post-race party.

The 0.5K is created for folks who are NOT ready to go the extra mile. In fact, they aren't even willing to go a mile at all, and actually barely even a quarter mile... but they are willing to have fun and poke fun at themselves, while raising money to help Blessings in a Backpack feed hungry kids in Louisville on the weekends!

All the fun stuff aside, we are serious about the end result — to raise money for Blessings in a Backpack. Our mission is to provide food on the weekends for elementary school children in Louisville who might otherwise go hungry.

**The 2019 "race" SOLD OUT!** More than 250 "athletes" were in attendance— families, friends, kids, teams, co-workers, a dog, and lots of other combinations of amazing individuals. Over 30 people volunteered at the event, and more than 30 Virtual Participants across the country watched the race live on Instagram.

Runners consumed a plethora of carbs and coffee, VIPs rode a tuk-tuk across the finish line, and everyone celebrated with participation medals, and loads of fun and hilarity. It was a true community of people coming together for a great cause.

The money raised at the 2019 event helped us add more than 70 kids to the Blessings in a Backpack program in Louisville this school year — that equals 2,500 hunger-free weekends for children in our community!

Sadly, our 2020 event was canceled due to the COVID-19 pandemic. But we are excited to bring back the "race for the rest of us" in June 2022.



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# 2022 SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR

One available  
\$10,000

## SILVER SPONSOR

Two available  
\$5,000

## BRONZE SPONSOR

Five available  
\$1,000

## CORPORATE TEAM

20 available  
\$300

## CONTRIBUTING PARTNER

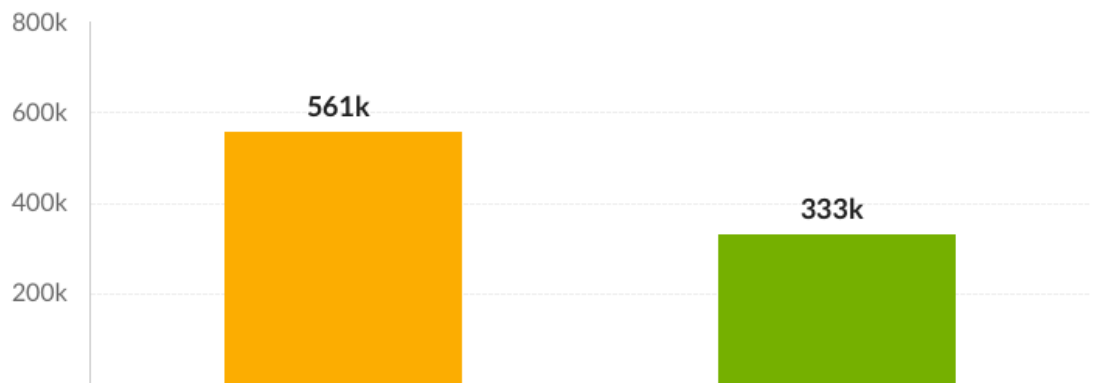


# MEDIA COVERAGE

We received extensive media coverage from the four major broadcast news stations in Louisville. The 0.5K was featured live on the morning shows of WHAS and WLKY, and a live segment at noon during WAVE Country with Dawne Gee. WLKY and WDRB covered the "race" day, with news stories and great, light-hearted banter about the event playing throughout the race weekend, June 15.

We also had on-air interviews with Tony Vanetti and Leland Conway on News Radio 840, and Mike Rutherford talked about the event with NBA Star and former UofL Guard Donovan Mitchell.

Potential Reach provides insight into the number of potential viewers that have been exposed to a set of media coverage.



# SOCIAL MEDIA

We experienced great engagement and impressions on social media, reaching up to 714,000 people on "race" day. Participants shared videos, pictures, and stories on Instagram, Twitter, and Facebook. Food Network Star and Celebrity Chef Damaris Phillips talked about the 0.5K and Blessings in a Backpack in her Instagram story after crossing the finish line.

The Social Reach (green) vs. Social Volume (blue) provides insight into the number of potential viewers vs the volume of social media coverage.



# 0.5K FEEDBACK

## WE ASKED: WHAT DID YOU LIKE ABOUT THE EVENT?

*"This race was super fun. I like how it is inclusive for people who aren't "race" people, but want to support a great cause. All the details and humor in this race was amazing."*

*"Loved the enthusiasm, tongue in cheek communication, time of race, ease of participation, food, and my absolute favorite medal."*

*"I love that spoofed a regular marathon. I am not a runner nor do I ever think that I really would want to participate in a marathon but this gave me the same joy and sense of accomplishment as if I had participated in a marathon that was 10 times as long. AND I got to support a cause that I know benefits JCPS children."*

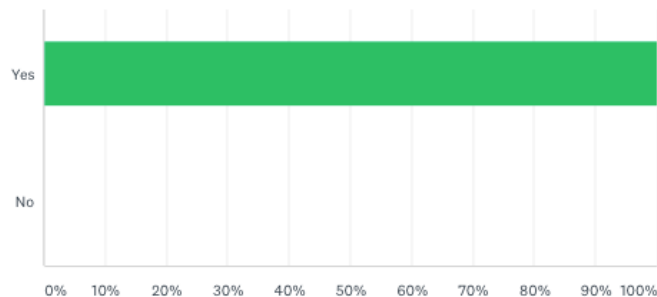
*"I signed us up as a surprise for my husband's birthday. He said it was the most unique gift/birthday that he's ever had!"*

*"This was my first run/walk ever! And I will do it again! I appreciated that the requested donation was affordable to me! The length of the event was perfect for an underachiever like myself! I didn't feel intimidated or embarrassed that I chose to walk. Other participants and the volunteers were extremely nice. The crowd was a perfect size! I love seeing the families participating! Just everything was amazing!"*

***"Easy going, yummy treats, loved the communications and jokes. Hope it gets even bigger next year."***

Would you participate in the 0.5K next year?

Answered: 35 Skipped: 0



ANSWER CHOICES

Yes

RESPONSES

100.00%

35

A post-race survey was sent to all participants — runners, VIPs, virtual participants, and volunteers. With a 37% survey completion rate, 100% said they'd sign up for the 0.5K again!

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# GOLD SPONSOR: \$10,000

## PROMOTIONAL BENEFITS

- Logo on all printed materials and press releases
- Logo on 0.5K website and Louisville Chapter website [louisville.blessingsinabackpack.org](http://louisville.blessingsinabackpack.org)
- Logo on electronic correspondence about the race
- Recognition in post event feature story on [louisville.blessingsinabackpack.org](http://louisville.blessingsinabackpack.org)
- Mentions and logo on social media (Facebook and Instagram)
- Invitation to media appearances

## ON-SITE ACTIVATION

- Prime logo recognition on event signage and race t-shirt
- Add a product or marketing material to the swag bag
- Opportunity to lead stretching before the race at the starting line
- Table at the post-race celebration
- Shout out at the event with the opportunity to speak at the starting line or post-race party
- Option to bring a mascot
- Volunteer staffing opportunities
- 18 'race' entries (three corporate teams)

## CORPORATE COMMUNICATIONS

- Name listed in Blessings in a Backpack's FY22 annual report
- Name listed in national donor e-news
- Name listed on the Louisville Chapter website partner's page

## PROUD SUPPORTER LOGO

- Rights to use the Blessings logo on corporate website and corporate communications



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# SILVER SPONSOR: \$5,000

## PROMOTIONAL BENEFITS

- Logo on all printed materials and press releases
- Logo on 0.5K website and Louisville Chapter website [louisville.blessingsinabackpack.org](http://louisville.blessingsinabackpack.org)
- Logo on electronic correspondence about the race
- Recognition in post event feature story on [louisville.blessingsinabackpack.org](http://louisville.blessingsinabackpack.org)
- Mentions and logo on social media (Facebook and Instagram)

## ON-SITE ACTIVATION

- Logo recognition on event signage and race t-shirt
- Add a product or marketing material to the swag bag
- Table at the post-race celebration
- Option to bring a mascot
- Volunteer staffing opportunities
- 12 'race' entries (two corporate teams)

## CORPORATE COMMUNICATIONS

- Name listed on the Louisville Chapter website partner's page

## PROUD SUPPORTER LOGO

- Rights to use the Blessings logo on corporate website and corporate communications



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# BRONZE SPONSOR: \$1,000

## PROMOTIONAL BENEFITS

- Logo on all printed materials
- Logo on 0.5K website and Louisville Chapter website [louisville.blessingsinabackpack.org](http://louisville.blessingsinabackpack.org)
- Logo on electronic correspondence about the race
- Shout out in post event feature story on [louisville.blessingsinabackpack.org](http://louisville.blessingsinabackpack.org)
- Mentions on social media (Facebook and Instagram)

## ON-SITE ACTIVATION

- Logo recognition on event signage and race t-shirt
- Add a product or marketing material to the swag bag
- 6 'race' entries (one corporate team)

## PROUD SUPPORTER LOGO

- Rights to use the Blessings logo on corporate website and corporate communications





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# CORPORATE TEAMS: \$250

Grab your besties, work wife, and wicked cool boss for a day (okay, it's more like 10 minutes) of glory, celebration, and comradery to raise money for Blessings in a Backpack! Everyone will take home a Blessings 0.5k swag bag — including a t-shirt, medal, and 0.5K sticker — and join in the post-race party. This is your chance to show the world that, even in the shortest of distances, teamwork makes the dream work!

*Six people per team.*

*Contact Kim at [kimholsclaw@blessingsinabackpack.org](mailto:kimholsclaw@blessingsinabackpack.org) for more information or to set up a corporate team.*

## ON-SITE ACTIVATION

- Logo recognition on event signage
- Add a product or marketing material to the swag bag
- 6 'race' entries (one corporate team)

## PROUD SUPPORTER LOGO

- Rights to use the Blessings logo on corporate website and corporate communications



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# CONTRIBUTING PARTNER

We need your product to make the Blessings in a Backpack 0.5K a success and cut down on our costs so we can raise the maximum amount to feed kids in Louisville on the weekends! Our 'race' is heavy on the caffeine and carbs, and lack of physical activity, obviously! If you offer a product or service that would add to the fun of our event, we would love to learn more. In 2019, contributing sponsors received a variation of the following benefits:

## ON-SITE ACTIVATION

- Add a product or marketing material to the swag bag
- Logo on t-shirts and event signage

## PROMOTIONAL BENEFITS

- Logo on printed materials and event website
- Mention in press releases
- Logo on electronic correspondence about the race
- Mentions on social media (Facebook and Instagram)

*Note: We will work with you to recognize your company based on the product or service donated. Contact Kim at [kimholsclaw@blessingsinabackpack.org](mailto:kimholsclaw@blessingsinabackpack.org) to learn how you can become a contributing partner.*



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# BLESSINGS IN A BACKPACK

Did you know almost 13 million kids in America won't have enough food to eat this weekend? That's one in six kids who eats meals at school during the week but is without access to affordable, nutritious food on Saturday and Sunday. The consequences are much more than a growling stomach. Childhood hunger can cause physical health problems. It can also shorten a child's attention span, lower their IQ, and keep them from getting good grades.

**To ensure the kids in our community have full bellies over the weekend, Blessings in a Backpack sends them home on Fridays with backpacks full of satisfying and nutritional food.**

## **OUR VISION:**

Every school-aged child in America has the nourishment needed to learn and grow. As a leader in the movement to end childhood hunger, Blessings strives to ensure children don't go hungry on the weekends by empowering individuals and communities to take action.

## **Blessings in a Backpack in Louisville:**

Blessings in a Backpack is feeding more than 87,000 kids across America every Friday of the school year. **But did you know that it all started right here in Louisville?**

A woman named Missy Hammerstrom was volunteering and eating lunch with kids at a Louisville elementary school when a little girl asked if she could have Missy's apple. Missy asked why. The girl said she wanted to take the apple home so she would have something to eat over the weekend.

Missy, inspired to end childhood hunger on the weekends, teamed up with a local philanthropist to start the first Blessings in a Backpack program at Roosevelt Perry Elementary on West Broadway; a program that's still in existence today. The program quickly grew throughout Louisville and Kentucky. In Dec. 2008, Blessings became a national 501(c)(3) non-profit organization and opened its first program outside of the commonwealth — in Los Angeles.

Since 2008, we've provided more than 20 million hunger-free weekends for kids across the country. We currently have more than 1,000 active programs in nearly all 50 states. **In Louisville, we have 48 active programs and we're sending 5,000 kids home with backpacks full of food every Friday of the school year.** Your support will help us feed even more.

*Who will feed the kids this weekend? We hope you will.*



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# BLESSINGS IN A BACKPACK 0.5K

This 0.5k is a tongue-in-cheek event that will lampoon the typical 5k, all while raising money for a great cause. All proceeds from the, um, "race" will go to Blessings in a Backpack, a national 501(c)(3) that's headquartered in Louisville, *and* sends kids home on Fridays with backpacks full of full to ensure they have full bellies on the weekends. We appreciate your support to make this event a success!

**COMPANY NAME:** \_\_\_\_\_

**SPONSORSHIP LEVEL (circle one)**

- Gold Sponsor (\$10,000)
- Silver Sponsor (\$5,000)
- Bronze Sponsor (\$1,000)
- Contributing Partner
- Corporate Team (\$250)

**CONTACT NAME:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**IMPORTANT SPONSORSHIP NOTES**

- **Mid-March 2022:** Marketing of the event to the public will begin. Submit your logo by this date to be included on the website, event posters and flyers, and other pre-race marketing materials.
- **May 20, 2022:** Day of event stuff will be ordered. This includes t-shirts, signage, etc. We must have your logo by this date to be included in the day of event materials.

Return this form and email a high-res copy of your logo by email to [kimholsclaw@blessingsinabackpack.org](mailto:kimholsclaw@blessingsinabackpack.org) or fax to (502) 259-9023, ATTN: Kim Holsclaw. Make sponsorship checks payable to **'Blessings in a Backpack'** and mail to:

Blessings in a Backpack  
ATTN: Kim Holsclaw  
4121 Shelbyville Road  
Louisville, KY 40207

*Blessings in a Backpack is a registered 501(c)(3) public, nonprofit organization. All sponsorships and donations are tax-deductible to the fullest extent of the law. Federal tax ID number: 26-1964620*



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