

# Holiday Lights Hunger Run/Walk

5K Run | 1 Mile Walk

Supporting Hungry Families in Sheboygan County

Saturday, November 23, 2019



*Dear Friend,*

We would like to warmly invite you to participate as a Sponsor of our 3<sup>rd</sup> annual Holiday Lights Hunger Run/Walk on *Saturday, November 23, 2019!* This unique Sheboygan event is an exclusive 5K run and 1 mile walk through the Making Spirits Bright drive-through holiday lights show in Evergreen Park prior to its opening to the public. All money raised for this event supports Sheboygan County Food Bank (SCFB).

In 2018 alone, we welcomed nearly 1,300 participants and over 150 volunteers. Continuing to make sure that this is family-friendly for our community, all children age 12 and under register for free.

**Making Spirits Bright** is an annual event organized by The Rotary Clubs of Sheboygan County. This service project is free of charge and operates with a twofold objective – to collect pantry items for Sheboygan County Food Bank and provide an exciting, affordable and quality event.

**Sheboygan County Food Bank** collects and distributes healthy food to Sheboygan County residents through its emergency food network of 15 partner food pantries and other partner agencies. Each month, SCFB delivers about 70,000 pounds of food, serving over 3,000 families.

Your Sponsorship will go directly towards fundraising for SCFB. The following pages include various levels of sponsorship opportunities, a sponsorship form, important sponsor deadlines, and registration information for this year's Holiday Lights Hunger Run/Walk. We hope you also consider this event as a great opportunity for team-building and/or to fulfill health and wellness requirements!

If you would like to join us in the fight against hunger in Sheboygan County and take advantage of this exposure as a Sponsor, we would appreciate your completed sponsorship form by **Friday, July 19, 2019**.

We look forward to hearing from you on this opportunity to support our hungry neighbors in need.

Kind regards,

**Lauren Smith**  
Communications & Development Coordinator  
Sheboygan County Food Bank

**Jenna Pack**  
Event Co-Chair  
Champion Storage & Rental

**Amanda Grunewald**  
Event Co-Chair  
Champion Storage & Rental



# Sponsorship Opportunities

## PRESENTING SPONSOR | FOR A COMMITMENT OF \$4,000 SPONSOR RECEIVES:

- Listed as “Presenting Sponsor” and logo/name on back (top) of participant shirts (*large size\**).
- Listed as “Presenting Sponsor” and logo/name on print media: banners\*, posters, and registration brochures (*large size\**).
- Logo/name on event map/information. – **NEW for 2019**
- Logo/name printed on 500 participant goodie bags.\*
- Name mentioned as “Presenting Sponsor” in all radio ads and press releases.\* – **NEW for 2019**
- Invitation to have representative speak at 5K run award ceremony and/or hand out awards.\*
- Recognition on social media (Instagram, Twitter and Facebook) ads\* and posts.
- Logo/name on both Sheboygan County Food Bank and Run Sign Up websites with link.
- Logo on all email communications with past/new volunteers and participants. – **NEW for 2019**
- 24 complimentary registrations.
- Placement of promotional materials and/or giveaways in participants’ goodie bags (first 500).

## HUNGER HERO | FOR A COMMITMENT OF \$2,000 SPONSOR RECEIVES:

- Logo/name on back (middle) of participant shirts (*medium size\**).
- Logo/name on print media: posters and registration brochures (*medium size\**).
- Logo/name on event map/information.\* – **NEW for 2019**
- Recognition on social media (Instagram, Twitter and Facebook) posts.
- Logo/name on both Sheboygan County Food Bank and Run Sign Up websites with link.
- Logo on all email communications with past/new volunteers and participants. – **NEW for 2019**
- 12 complimentary registrations.
- Placement of promotional materials and/or giveaways in participants’ bags (first 500).

## HUNGER CHAMPION | FOR A COMMITMENT OF \$1,000 SPONSOR RECEIVES:

- Logo/name on back (bottom) of participant shirts (*regular size\**).
- Logo/name on print media: posters and registration brochures (*regular size\**).
- Recognition on social media (Instagram, Twitter and Facebook) posts.
- Logo/name on both Sheboygan County Food Bank and Run Sign Up websites with link.
- Logo on all email communications with past/new volunteers and participants. – **NEW for 2019**
- 6 complimentary registrations.
- Placement of promotional materials and/or giveaways in participants’ goodie bags (first 500).

## HUNGER WARRIOR | FOR A COMMITMENT OF \$500 SPONSOR RECEIVES:

- Logo/name on both Sheboygan County Food Bank and Run Sign Up websites with link.
- Recognition on social media (Instagram, Twitter and Facebook) posts.\* – **NEW for 2019**
- Logo on all email communications with past/new volunteers and participants. – **NEW for 2019**
- 3 complimentary registrations.
- Placement of promotional materials and/or giveaways in participants’ goodie bags (first 500).

## HUNGER FIGHTER | FOR A COMMITMENT OF \$150 SPONSOR RECEIVES:

- Logo/name on both Sheboygan County Food Bank and Run Sign Up websites with link. – **NEW for 2019**
- Logo on all email communications with past/new volunteers and participants. – **NEW for 2019**
- Placement of promotional materials and/or giveaways in participants’ goodie bags (first 500).

*\*Designation that benefit is unique to Sponsorship Level in comparison to next lower Sponsorship Level.*

# Sponsorship Form

Company/Organization/Family Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

Contact Email: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## 1. SPONSORSHIP OPPORTUNITIES (PLEASE CHECK ONE)

- Presenting Sponsor (**\$4,000**)
- Hunger Hero (**\$2,000**)
- Hunger Champion (**\$1,000**)
- Hunger Warrior (**\$500**)
- Hunger Fighter (**\$150**)

## 2. PROMOTIONAL MATERIALS AND/OR GIVEAWAYS FOR FIRST 500 REGISTRANTS

### Please check one:

- Yes, I will provide all 500 pieces of materials/giveaways.
- Yes, I will provide only \_\_\_\_\_ pieces of materials/giveaways.
- No, thank you.

### Please check one:

- I will drop off materials/giveaways to Sheboygan County Food Bank, 3115 N. 21<sup>st</sup> St. Suite 1 in Sheboygan, Monday – Friday, 9 AM – 3 PM.
- I will mail materials/giveaways to Sheboygan County Food Bank.

## 3. LOGO OR COMPANY/ORGANIZATION/FAMILY NAME

Please submit your logo to [lauren@sheboygancountyfoodbank.com](mailto:lauren@sheboygancountyfoodbank.com) as follows:

- Logos for shirts, posters, and/or banners will be printed only in one color and should be submitted as a **vector file**.
- Logos for websites and social media should be submitted as **JPG**.

If you will *NOT* be submitting a logo, please write your company, organization, or family name exactly how you would like it to appear on websites, print media, etc.:

\_\_\_\_\_

## 4. PLEASE MAKE CHECKS PAYABLE TO SHEBOYGAN COUNTY FOOD BANK & MAIL TO:



Attn: Lauren Smith  
Sheboygan County Food Bank  
3115 N. 21<sup>st</sup> St. Suite 1  
Sheboygan, WI 53083

## Important Sponsor Deadlines

To ensure inclusion of all Sponsorship benefits, please be sure to submit the following materials by their respective deadlines below by either emailing, mailing, or dropping off materials. We will contact you by email to confirm that we have received each of these materials.

- Completed sponsorship form sent via email, or mail – **Friday, July 19, 2019**
- Check sent via mail, or dropped off – **Friday, July 19, 2019**
- Logo files sent via email – **Friday, July 19, 2019**
- Goodie bag items received via mail, or dropped off – **Friday, October 4, 2019**

**\*Note:** If you plan to mail your goodie bag items, please make sure to allow for delivery time so that we receive them no later than October 4, 2019 – thank you!



# Sponsor Complimentary Registrations

As a Sponsor (\$500 Sponsor level and up), you will receive a designated amount of complimentary registrations. For additional registrations beyond your complimentary registrations, you will have the benefit of paying only \$20 per member, disregarding the Group/Team and individual registration price increases. Registration begins **August 1, 2019**.

## Team Captains – Set Up/Manage Complimentary Registrations and Additional Member Registrations

1. We will work together to set up your Sponsor Team on [www.runsignup.com](http://www.runsignup.com). You will choose your Team Name and a unique code that Team Members must enter to join the team.
2. You will designate a Sponsor Team Captain to create an account on [www.runsignup.com](http://www.runsignup.com) to manage member registrations.
3. You have the option to choose if you would like to allow additional Team Members to join the Sponsor Team beyond the complimentary registrations.

If the Sponsor Team will allow additional Team Members to join, you will choose:

- a. The amount you will pay for additional Team Members (i.e., choose if the Team Members will pay the full amount of \$20, or if your company will pay for, or provide a discount for, the members).
- b. The date you will stop paying for members.
- c. The maximum number of members covered.
- d. If family members and/or friends can join your Sponsor Team.

Payments can be made by cash, check, or credit card. We will send you an invoice shortly after the event to notify you of how many times your unique code was used, the total amount due and payment instructions.

## Team Members – Step-by-Step Registration

1. Visit [www.runsignup.com/holidaylights](http://www.runsignup.com/holidaylights) and click on “More” from the menu.
2. Click on your company’s Sponsor level.
3. Type in your company’s Team Name in the Corporate Teams search bar (Sponsor Teams are treated as a subtype of Corporate Teams on Run Sign Up) and click on “Search”.
4. Select your company’s Team Name to begin the registration process.

# Registration Giveaways and Pricing Information

## Giveaways Included in Registration Fee

- **All registrants age 13 and older will be able to choose one shirt size** (Youth S-Youth XL, Adult S-Adult 3XL).
- **The first 500 people who register will be given special goodie bags** full of local goodies.
- Race bibs, shirts and goodie bags will be available at packet pick-up on **Friday, November 22 and Saturday, November 23**.

## Special Pricing for Children

- **Children age 12 and under register for FREE** (goodie bag and shirt not included).
- **Children will have the opportunity to purchase a shirt for \$10** upon registration (Youth S-Youth XL, Adult S-Adult 3XL). A limited quantity of shirts will be available for purchase on the day of the event while supplies last.



## Registration Price Increases

- **August 1 – September 30, 2019:**  
\$20 per registrant
- **October 1 – October 31, 2019:**  
\$25 per registrant
- **November 1 – November 23, 2019 (day of event):**  
\$30 per registrant

## Group/Team Discount

- Registrants can each enjoy a **\$5 discount** when they sign up as a Group/Team member! For a minimum of 10 team members, all members will receive \$5 off. See Page 7 for more details.

## Corporate Team Discount

- Registrants can each enjoy disregarding price increases and remain at **\$20 per registrant** when they sign up as a Corporate Team member! See Page 8 for more details.

*\*Please note: Corporate Teams are meant for companies interested in providing a registration discount of any amount, or free registrations for employees/members. Group Teams are meant for groups of friends, family members, or organization members.*

# Non-Sponsor Registration Options

## PAID BY INDIVIDUALS

Registration for individuals can be completed either online with a credit card, or using a hard copy form with cash/check and begins **August 1, 2019**.

### Online – Credit Card Payment

- Available on [www.runsignup.com/holidaylights](http://www.runsignup.com/holidaylights) beginning August 1, 2019.
- Please note that a **\$2.50 processing fee** will be applied per registration order. For instance, whether you are registering one individual, or four individuals, in a single order, both types of orders will apply one \$2.50 fee to the subtotal charge.
- Group/Team registration discount of \$5 each with 10+ members:
  - Please note that registrants 1-9 will pay the normal event fee until at least 10 members have registered. Once the 10<sup>th</sup> member has registered, registrants 1-9 will be refunded \$5. Refunds are processed about an hour after the threshold is met. However, it may take a few days for banks to process/release.
  - Children age 12 and under register for FREE and, therefore, do not count towards the minimum of 10 members and must use the normal registration process (not Group/Team) to register.

### Hard Copy Form – Cash or Check Payment

- Available to download on [www.sheboygancountyfoodbank/holidaylights](http://www.sheboygancountyfoodbank/holidaylights) beginning August 1, 2019.
- Please scan and email forms to [lauren@sheboygancountyfoodbank.com](mailto:lauren@sheboygancountyfoodbank.com), or mail/drop off forms to “Attn: Lauren Smith, Sheboygan County Food Bank, 3115 N. 21<sup>st</sup> St. Suite 1, Sheboygan, WI 53083”. For dropping off forms, office hours are Monday-Friday, 9 AM – 3 PM.
- Group/Team registration discount of \$5 each with 10+ members:
  - Please note that you must wait to hand in/send hard copy registration forms and fees until you have at least 10 members.
  - Children age 12 and under register for FREE and, therefore, do not count towards the minimum of 10 members.



# Non-Sponsor Registration Options

## PAID (OR DISCOUNTED) BY COMPANIES

For companies that would like to offer a registration discount of any amount, or free registrations for employees/members (this could include employees'/members' family!), all Team Members register for only \$20, disregarding the Group/Team and individual registration price increases. Corporate Team creation and registration begins **August 1, 2019**.

### Online – Cash, Check or Credit Card Payment

#### Team Captains – Set Up/Manage Member Registrations

1. You will designate a Corporate Team Captain to create an account on [www.runsignup.com](http://www.runsignup.com) to set up and manage member registrations. Team Captains will choose your Team Name and a unique code that Team Members must enter to join the team. You will also choose:
  - a. The amount you will pay for Team Members (i.e., choose if the Team Members will pay the full amount of \$20, or if your company will pay for, or provide a discount for, the members).
  - b. The date you will stop paying for members.
  - c. The maximum number of members covered.
  - d. If family members and/or friends can join your Corporate Team.
2. Payments can be made by cash, check, or credit card. We will send you an invoice shortly after the event to notify you of how many times your unique code was used, the total amount due and payment instructions.

#### Team Members – Step-by-Step Registration

1. Visit [www.runsignup.com/holidaylights](http://www.runsignup.com/holidaylights) and click on “Corporate Team (Not Sponsor)” from the menu.
2. Type in your company’s Team Name in the Corporate Teams search bar and click on “Search”.
3. Select your company’s Team Name to begin the registration process.

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*Sheboygan County Food Bank is a 501(c)(3) charitable organization.*

Thank you for your consideration in being a part of our event! Further details and updates on the event will be available on [www.runsignup.com/holidaylights](http://www.runsignup.com/holidaylights) beginning **August 1, 2019**. Please don’t hesitate to contact Lauren Smith directly with questions regarding sponsorship opportunities and registration information at 920-453-0169 ext. 1, or [lauren@sheboygancountyfoodbank.com](mailto:lauren@sheboygancountyfoodbank.com).

