SPONSORSHIPS

Showcase your business and community involvement by participating in this exciting event. Sponsorship opportunities range from $25,000 to $1,000. Significant visibility and benefits are provided to sponsors of the 10th Annual Fiesta 5K for ALS Research.

Presenting Sponsor: $25,000 (Charitable Contribution = $23,650)
- Top logo placement on all print and electronic collateral, including race day t-shirts and event materials
- Company banners prominently displayed on race day
- Participation and recognition in Fiesta 5K Award Ceremony
- Press release and feature article in bi-monthly ALS Alert Newsletter
- Recognition on Packard social media pages
- One race day display table
- Recognition on race day banner
- (8) Complimentary t-shirts and race entries
- Logo inclusion on race day t-shirts and event materials

Platinum Sponsor: $10,000 (Charitable Contribution = $9,320)
- Featured logo on Fiesta 5K Web site: www.fiesta5k.org with direct link to your company’s Web site
- Recognition on Packard social media pages
- Logo inclusion on race day t-shirts and event materials
- One race day display table
- Recognition in bi-monthly ALS Alert Newsletter
- Recognition on race day banner
- (6) Complimentary t-shirts and race entries

Gold Sponsor: $5,000 (Charitable Contribution = $4,590)
- Featured logo on Fiesta 5K Web site: www.fiesta5k.org with direct link to your company’s Web site
- Recognition on Packard social media pages
- Logo inclusion on race day t-shirts and event materials
- One race day display table
- Recognition in bi-monthly ALS Alert Newsletter
- Recognition on race day banner
- (4) Complimentary t-shirts and race entries

Silver Sponsor: $2,500 (Charitable Contribution = $2,260)
- Featured logo on Fiesta 5K Web site: www.fiesta5k.org with direct link to your company’s Web site
- Recognition on Packard social media pages
- One race day display table
- Logo inclusion on race day t-shirts and event materials
- Recognition in bi-monthly ALS Alert Newsletter
- (2) Complimentary t-shirts and race entries

Bronze Sponsor: $1,000 (Charitable Contribution = $890)
- Featured logo on Fiesta 5K Web site: www.fiesta5k.org with direct link to your company’s Web site
- Recognition on Packard social media pages
- Logo inclusion on event materials
- Recognition in bi-monthly ALS Alert Newsletter

WE'RE BACK!

Last year the race was cancelled at the last minute due to the unrest in Baltimore. The spirit of the Fiesta 5K was kept alive when many of our teams held their own events on race day. Cancelling our largest yearly event was a heavy blow to our fundraising efforts. This year we are back with a race day goal of $350,000. Please help us fund research for ALS by sponsoring this fun, family-friendly event.
BENEFICIARY

The Robert Packard Center for ALS Research at Johns Hopkins is an international scientific collaboration working aggressively to develop new treatments and a cure for ALS. The Center is the only institution of its kind dedicated solely to the disease. Its research is designed to translate from the laboratory bench to the clinic in record time.

The Center does not receive federal funding, and is fully dependent on private philanthropy to fund cutting-edge researchers worldwide.

ABOUT ALS

ALS is a progressive neuromuscular disease characterized by a degeneration of motor nerves cells in the brain and spinal cord, causing muscle weakness and failure and eventually leading to paralysis and death. It is always fatal. The average life expectancy is two to five years from diagnosis, and the average age of onset is 55.

Every 90 minutes someone in this country is diagnosed with ALS.

In-Kind Sponsorship

• Recognition on Packard social media pages
• Recognition in bi-monthly ALS Alert Newsletter

Opportunities can include, but are not limited to the following:

• Print sponsor
• Race Day volunteer breakfast sponsor
• Water sponsor
• Pre-race warm-up sponsor
• Post-race food sponsor
• Sports Bottles with company logo
• Goody Bags with company logo
• Giveaways for goody bags
• Raffle prizes

To become a 2016 Fiesta 5K sponsor, please contact:
Daniela Negrette
The Robert Packard Center
443.287.7876 | dnegret1@jhu.edu

*Sponsorship opportunities are available on a rolling deadline. However, not all benefits are guaranteed after January 1, 2016.