



flying kites

Superhero 5K Dash Sponsorship Proposal

for

FlyingKites.org

FITNESS +PHI·LAN·THRO·PY

Event Purpose

Superhero 5K Dash

SATURDAY | OCT 1, 2016 at Chestnut Hill Reservoir

The 3rd annual Superhero 5K Dash is one of our two annual events, which attracted over 200 people last year. This year is going to be bigger and better featuring some great vendors at our start/finish lines for participants and onlookers to enjoy.

Did you Know?

- 91% of global consumers are likely to switch to brands that are associated with a good cause, given comparable price and quality.
- 61% of consumers are willing to try a new brand, or one they have never heard of, because of its association with a particular cause.
- 50% of global consumers say they are willing to reward companies that give back to society by paying more for their goods and services (44% in the US and 38% in Canada polled)

Attendee Profile

According to our survey, the following is a mix of attendees at our 2015 5k Road Race.

- Approximately 40% consisted of young single professionals, (early 30's), who reside throughout the Greater Boston area. Average medium income of \$125,000.00.
- Approximately 28% included college students from the entire New England region.
- Approximately 20% urban housewives, mom groups from high-end neighborhoods looking for an opportunity to contribute to a good cause while staying in shape.
- Approximately 12% CEO's from local corporations who enjoy a competitive spirit and engage their employees through team challenges.

Sponsor Exposure Opportunities

- Exposure to more than 200 attendees at event
- Featured ad/article in email newsletter to database of 2000 with an average med household income of \$135,000.00
- **Thirty (30)-day social custom Social Media campaign**
- Be aligned with other household names/brands

CALL 617.606.1448 to learn more about sponsor opportunities.

Event Purpose

At Flying Kites in Kenya, we are igniting the potential of vulnerable children in our School and LaunchPad. Through our emphasis on leadership, education, and community, our students are being empowered to change the world.

At our site in the foothills of Kenya's Aberdare Mountain ranges, our students receive access to a highly- competitive education, characterized by small classrooms, progressive material, and gifted teachers. Our LaunchPad initiative helps students enter adulthood as self-sufficient leaders, ready to multiply their impact as agents of change in their communities and beyond.

We have come a long way, but we still need your support. Since we opened our doors in 2007, Flying Kites has been on a journey to ignite the potential of orphaned and critically-poor children in Kenya. Our work stands apart, and our impact is profound, due to the deep and long-term investment we make in the lives of young people.



Sponsorship Packages

EVENT Sponsor	GOLD Sponsor	TABLE Sponsor
Live plugs in opening & closing speech.		
Brand promotion on Swag (t-shirts)		
10 Race Entry Tickets	3 Race Entry Tickets	
Table Space at Finish Line	Table Space at Finish Line	
PRINT COLLATERAL Banners FINISH LINE Banner	PRINT COLLATERAL Banners at Event	
ELECTRONIC COLLATERAL Press Release, blog article, logo on website, featured advertiser in monthly newsletter, custom ads in all social media accounts, featured sponsor in Event promotional website. Featured article in email blast to 5800 current donors.	ELECTRONIC COLLATERAL Blog article, logo on website, custom ads in all social media accounts, featured sponsor in Evet promotional website. Featured ad in email blast to 5800 current donors.	ELECTRONIC COLLATERAL Recognition on event website as a vendor
30-Day Custom created Social Media Campaign	30-Day Custom created Social Media Campaign	*30-Day Custom created Social Media Campaign
\$5,000.00	\$1000.00	\$300.00 – no social media \$500.00 – with social media

Item	Contribution	Quantity	Subtotal
Event Sponsor	\$5000	1	\$5,000
Silver Sponsor	\$1000	10	\$1000
Table Sponsor	\$300-\$500	10	\$300 - \$500

Subtotal **\$0.00**

Total \$0.00

Sponsorship Terms & Conditions

This 5K Super Hero Road Race Sponsorship Contract (the "Contract") states the terms and conditions that govern the contractual agreement between [SPONSOR COMPANY] having its principal place of business at [SPONSOR ADDRESS] (the "Sponsor"), and FlyingKites.org (the "Host") who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting 5K Super Hero Road Race, on SATURDAY | OCT 1, 2016 (the "Event"); and

WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a "Party" and collectively, the "Parties") covenant and agree as follows:

Contribution

The total contribution provided by the Sponsor is [CONTRIBUTION AMOUNT], to be paid in full by [MMDDYYYY]

Term/Termination

This Contract will terminate automatically upon 30 days of implementation.

Changes/Cancellations

Any changes made to this Contract must be made in writing and signed by all parties. If the Event is canceled, refunds are [insert term(s)].

Sponsor Signature: _____ Date: _____

Event Host Signature: _____ Date: _____