



# GLOW RUN 2024

presented by



***An Illuminated Night Time Experience***

Union Point Park • April 6, 2024

210 E Front St, New Bern, NC 28560

**Kids Fun Run: 7:00 PM**

**Glow Run/Walk 5K: 7:30 PM**

## **SPONSORSHIP OPPORTUNITIES**

Glow Run is a Nighttime 5K Run/Walk, drawing in participants of all ages and abilities. This family-friendly event also features a 1-Mile Kids Fun Run just before dark, food trucks, and live entertainment! 100% of the proceeds from your sponsorship and event registrations will support the life-changing programs Easterseals UCP | Port Health offers to the local community.



Easterseals UCP | Port Health is dedicated to helping children, adults, and families living with intellectual and/or developmental disabilities, mental health, and substance use challenges to live their best possible lives. Each year, we support more than 40,000 families by delivering 10.2 million hours of direct services and a wide array of life-changing programs across 11,000 homes, facilities, and community locations across North Carolina and Virginia.

As a Glow Run New Bern 5K/Walk event sponsor, your support benefits Easterseals community-based services, Autism, afterschool, camp, residential, and clinical-based services in Craven County.

## Our Services Include:

- Autism and Applied Behavioral Analysis
- Camp and Recreation for Adults
- Camp and Recreation for Youth
- Cerebral Palsy Services
- Child Development
- Employment Services
- Foster Care Services
- Home + Community Engagement
- Mental Health for Adults
- Mental Health for Youth
- Residential Services
- Addiction Services
- Technology + Services





	Presenting Sponsor (one available)	Glowing Sponsors (three available)	LIVE Remote Sponsor (one available)
Sponsor Levels	\$7,500	\$5,000	\$3,000
Number of Free Race Entries	20	15	10
Exclusive Race Naming Rights	✓		
Company logo on step & repeat photo backdrop	✓		
Radio Promotion Opportunities	90-30 second ads on 3 stations	100- 60 second shared event promotion ads	Live Remote & 4 - 60 second ads
Logo on Race T-shirts	✓	✓	✓
Represented in Pre and Post Race Press Releases	✓	✓	✓
Recognition on Run the East Platform and Easterseals UCP Website	Logo	Logo	Logo
Opportunity to include company promotional items in swag bags	✓	✓	✓
Social Media Promotion	Appear in All Posts	Designated Posts	Designated Posts
Prominent Logo Placement on All Marketing Collateral	✓	✓	✓

**SOLD OUT**

# Branding Sponsor Opportunities

## Kilometer Sponsor - \$250

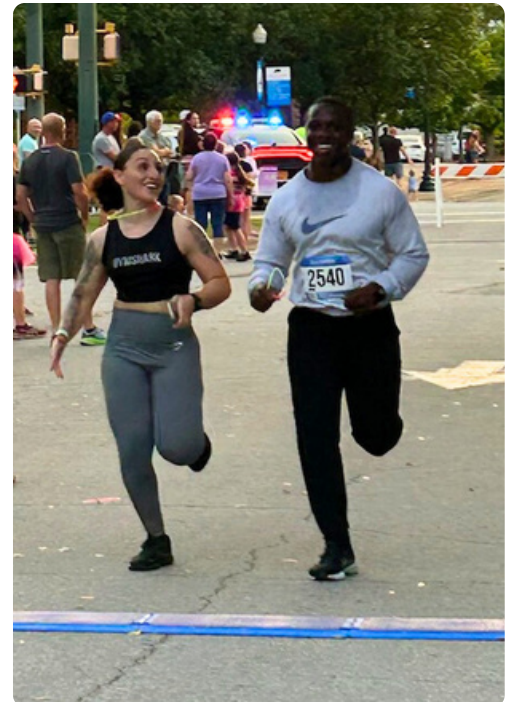
### Multiple Opportunities

- Company logo on Kilometer sign
- Name mention on event shirts
- Name mention on Easterseals UCP website and race registration page
- Special promo code for race registration

## Water Stop Sponsors - \$1,000

### Multiple Opportunities

- 5 free race entries per sponsor
- Logo on Water Stop Signage
- Company logo on event shirts
- Opportunity to place promotional items in race swag bags
- Live link on Easterseals UCP website and race registration page
- Logo placement on designated marketing collateral







## Kids Zone & One Mile Fun Run Sponsor

**\$1,500**

**Multiple Opportunities**

**SOLD OUT**

5 free race entries per sponsor  
Promotional signage at Kids Zone  
Company logo on event shirts

Opportunity to set up promotional table in Kids Zone  
Opportunity to place promotional items in race swag bags  
Live link on Easterseals UCP website and race registration page  
Logo placement on designated marketing collateral

## Swag Bag Sponsor - \$2,000

8 free race entries

Company logo on event Swag Bags

Company logo on event shirts

Opportunity to place promotional items in race swag bags  
Live link on Easterseals UCP website and race registration page  
Logo placement on designated marketing collateral

**SOLD OUT**



## Start/Finish Wind Flags Sponsor - \$2,000

**Available to One Sponsor**

8 free race entries per sponsor  
Company logo on Start/Finish Wind Flags  
Company logo on event shirts

Opportunity to place promotional items in race swag bags  
Live link on Easterseals UCP website and race registration page  
Logo placement on designated marketing collateral

## Award Sponsor - \$2,000

**Available to One Sponsor**

8 free race entries per sponsor  
Signage at awards ceremony  
Name mention on race awards  
Company logo on event shirts

Opportunity to place promotional items in race swag bags  
Live link on Easterseals UCP website and race registration page  
Logo placement on designated marketing collateral





Click HERE to submit your  
sponsor agreement now!



*Thank you for your support!*

# Sponsorship Agreement

Thank you for sponsoring Glow Run New Bern. Please fill out the sponsorship agreement and return to [karen.josloff@eastersealsucp.com](mailto:karen.josloff@eastersealsucp.com) OR  
Scan the QR Code for electronic submittal

Sponsor Information:			
Company Name:			
Contact Name:			
Street Address:			
City, State, Zip:			
Phone:		Email:	

Sponsorship Level		
<input type="checkbox"/> Presenting (\$1,500)	<input type="checkbox"/> Glowing (\$5,000)	<input type="checkbox"/> LIVE Remote (3,000)

Additional Sponsorship Opportunities		
<input type="checkbox"/> Swag Bags (\$2,000)	<input type="checkbox"/> Start/Finish Bags (\$2,000)	<input type="checkbox"/> Awards (\$2,000)
<input type="checkbox"/> Kids Zone & Fun Run (\$1,500)	<input type="checkbox"/> Water Stop (\$1,000)	<input type="checkbox"/> Kilometer (\$250)

Payment Options:			
Cardholder Name:			
Card #:			
Expiration Date:		CSV:	
<input type="checkbox"/> Check (make payable to Easterseals UCP)		<input type="checkbox"/>	Visa
<input type="checkbox"/> Mastercard		<input type="checkbox"/>	AMEX

Glow Run 2024 Sponsor



**Mail checks to:**  
Easterseals UCP, Attn: Development  
5171 Glenwood Ave, Suite #211  
Raleigh, NC 27612  
Or pay over the phone by calling  
(919) 306-0445

For event information and  
sponsorship questions,  
please contact: **Karen Josloff**  
[karen.josloff@eastersealsucp.com](mailto:karen.josloff@eastersealsucp.com)  
(984) 218-0571