



## at **SOUTHWESTERN**

The 21<sup>st</sup> Annual Jameson 5K at Southwestern will be held as both a live race on Saturday, October 16<sup>th</sup>, 2021 and a virtual event over a three-day period of Friday, October 15<sup>th</sup> – Sunday, October 17<sup>th</sup>, 2021. This will allow for participants that can be in Georgetown to enjoy the in-person event and those that would prefer to participate virtually to run and/or walk on any route and in any town to still be a part of this great event.

Sponsorship of the Jameson 5K at Southwestern presents a terrific opportunity for community-minded businesses. Sponsors will be recognized with their company name/logo on the event Web page ([www.Jameson5K.org](http://www.Jameson5K.org)) and in the runner packets. Additional sponsor recognition, including company name/logo on event T-shirts, is available at the Platinum, Gold, Silver and Bronze sponsor levels, as explained below.

The deadline for sponsorship is October 2, 2021. Event planners will also gratefully accept donations for awards and door prizes.

### **Jameson 5K Historical Statistics (2001-2020):**

- More than \$191,097 donated to the Jaysn Jameson Memorial Scholarship Fund from the Jameson entry fees and donations.
- Of the 2019\* registrants, 69 percent live in Georgetown and surrounding areas.
- More than 1,500 brochures/posters/flyers with sponsor names distributed in 2019\*.

\* 2020 was a virtual only event

## **Five levels of sponsorship are available:**

### **PLATINUM Sponsor - \$2500**

- Large prominent lettering on top of back of t-shirt\*
- Prominent recognition on all event advertisements (including posters, brochures, Web page ([www.Jameson5K.org](http://www.Jameson5K.org)), etc.)
- Ten free race registrations
- Southwestern University Corporate Partnership Opportunity (Black Level) (<http://www.southwestern.edu/giving/community.php>)

### **GOLD Sponsor - \$1000**

- Large lettering on back of t-shirt\*
- Major recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))
- Major recognition in runners' registration packets
- Five free race registrations
- Southwestern University Corporate Partnership Opportunity (Black Level) (<http://www.southwestern.edu/giving/community.php>)

### **SILVER Sponsor - \$500 (or cash equivalent)**

- Medium lettering on back of t-shirt\*
- Special recognition in runners' registration packets
- Special recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))
- Three free race registrations
- Southwestern University Corporate Partnership Opportunity (Pirate Level) (<http://www.southwestern.edu/giving/community.php>)

### **BRONZE Sponsor - \$250 (or cash equivalent)**

- Recognition on back of t-shirt\*
- Recognition in runners' registration packets
- Recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))
- Two free race registrations

### **SUPPORTING Sponsor - <\$250 (or cash equivalent)**

- Name/logo in runners' registration packets
- Recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))  
(for sponsors of \$50 and above)

### **All Sponsors**

- Name/logo in runners' registration packets
- Opportunity to advertise in runners' registration packets
- Opportunity to distribute business coupons in packet

### **In-kind Donations**

If your company would like to make a donation of a product or services, please contact Kenda Evans at (713) 213-8346 or via email at [Kenda@alumni.southwestern.edu](mailto:Kenda@alumni.southwestern.edu). You/your company will receive recognition in the runners' registration packets. Event planners gratefully accept any merchandise or gift certificates that can be given as door prizes.

Deadline for sponsorship is **October 2, 2021**.

\*Please provide a company logo in .jpg or .tif format on disk or electronically along with your sponsorship donation.

Deadline: The logo must be received by October 4, 2021 to be included on the t-shirt. If there is a problem with providing your logo in this format, please contact Kenda Evans.



**at SOUTHWESTERN**

## Sponsor Pledge Form

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website URL \_\_\_\_\_

\_\_\_\_\_ Platinum Sponsor - \$2500

\_\_\_\_\_ Gold Sponsor - \$1000

\_\_\_\_\_ Silver Sponsor - \$500

\_\_\_\_\_ Bronze Sponsor - \$250

\_\_\_\_\_ Supporting Sponsor \_\_\_\_\_

Please make checks payable to:

Southwestern University

c/o Kenda Evans

4301 Stillbrooke Drive

Houston, Texas 77035

<https://commerce.cashnet.com/JAMESON5k>