



at **SOUTHWESTERN**

The 22nd Annual Jameson 5K at Southwestern will be held as both an unofficial live race on Saturday, November 5th, 2022, an in-person Walk with President Trombley on Sunday, November 6th, 2022, and a virtual event over a three-day period of Friday, November 4th – Sunday, November 6th, 2022. This will allow for participants that can be in Georgetown to enjoy the choice of two in-person events 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) 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 22, 2022. Event planners will also gratefully accept donations for awards and door prizes.

Jameson 5K Historical Statistics (2001-2022):

- More than \$206,952 donated to the Jaysn Jameson Memorial Scholarship Fund from the Jameson entry fees and donations.
- Of the 2021* registrants, 69 percent live in Georgetown and surrounding areas.
- More than 1,500 brochures/posters/flyers with sponsor names distributed in 2019*.
* 2021 was a virtual and in-person 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), 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)
- 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)
- 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)
- 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)
(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 donate a product or services, please contact Kenda Evans at (713) 213-8346 or via email at 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 22, 2022.**

*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 24, 2022, 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>