



2024

SPONSORSHIP

OPPORTUNITIES



APRIL 27, 2024

5K, 10K, & VIRTUAL RUN
MOLLY BOWDEN MEMORIAL PARK
900 W. NIFONG BLVD.
COLUMBIA, MO

Molly's Miles is certified as a 501(c)(3) not-for-profit organization under the Internal Revenue Code. All contributions to Molly's Miles are tax deductible as permitted by law. Please consult your tax advisor for more information regarding charitable donations.



MOLLY'S MILES
5K, 10K, & VIRTUAL RUN

WWW.MOLLYSMILESRUN.COM

MOLLYSMILES5K@GMAIL.COM
PO BOX 8067
COLUMBIA, MO 65205



MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

VISION: Molly's Miles was established in 2017 to bring everyone – statewide law enforcement, youth, families, organizations, and runners – together to honor the memory of fallen law enforcement officers, and the survivors they left behind.

GOALS: Molly's Miles 5K, 10K, and Virtual Run rallies to raise funds for the Missouri Chapter of Concerns of Police Survivors (C.O.P.S.). MoCOPS provides resources to assist in the rebuilding of the lives of the surviving families and affected co-workers of Missouri law enforcement officers who have died in the line of duty.

ENGAGEMENT AND IMPACT:

- Participate in honoring fallen law enforcement officers and their families.
- Fun and worthwhile engagement event that family, friends, and colleagues come together for annually.
- Proceeds from the race go to support the Missouri Chapter of Concerns of Police Survivors who are on the frontline of rebuilding the shattered lives of fallen law enforcement families.

RACE HIGHLIGHTS:

- Molly's Miles 5K, 10K, and Virtual Run
- Proceeds support the Missouri Chapter of Concerns of Police Survivors
- Family friendly event
- Chip timing and live results
- Participants receive a commemorative shirt
- Race finishers receive commemorative finisher medal
- Awards to top three male and female runners by age groups and overall in the 5K and 10K, respectively.
- Flat course that runs through the Molly Bowden Memorial Park and a Law Enforcement Memorial Mile that commemorates all the fallen law enforcement officers in Missouri.
- USA Track and Field sanctioned race

BACKGROUND: Molly's Miles is named in honor of Columbia Police Officer Molly Bowden. Officer Bowden was mortally wounded while conducting a routine traffic stop on the night of January 10, 2005. The traffic stop occurred at the corner of Nifong and Forum Boulevard in Columbia (now, near where the Molly Bowden Memorial Park sits). She succumbed to injuries on February 10, 2005 at the age of 26. She had been on the force for over three years and was the first Columbia Police officer killed in the line of duty.

MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

SPONSOR BENEFITS

Molly's Miles sponsorships offer a variety of benefits, including direct exposure and visibility to over 900+ participating runners and several spectators and volunteers representing families and law enforcement supporters from around the state of Missouri.

Benefits to Sponsors of Molly's Miles include:

High Visibility • Exclusivity • Brand Promotion, Recognition, & Exposure • Employee Engagement & Motivation • Opportunity to Showcase Company's Values & Vision • On-Site Recognition & Participation

THANK YOU TO OUR PARTNERS



MOLLY'S MILES 5 K, 10K, & VIRTUAL RUN

TITLE SPONSORSHIP OPPORTUNITY

\$5,000 TITLE SPONSOR BENEFITS

Pre-Event

- Industry exclusivity
- Billing as Title Sponsor
- Opportunity to use affiliation with Molly's Miles in company advertising and website
- Presence on all event marketing materials (digital and print)
- Prominent mention in Molly's Miles event press release
- Highlighted on social media event page
- Prominent logo placement on website

Event

- 10 complimentary race entries
- 10' x 20' on-site booth space in prominent location
- Banner at the start/finish line area
- Prominent logo placement on event-day signage
- Opportunity to address participants at the race
- Verbal recognition at the event
- Opportunity to provide promotional item(s) in participant goody bags
- Prominent logo placement on all event shirts



MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

CHIEF SPONSORSHIP OPPORTUNITIES

\$2,000 CHIEF SPONSOR BENEFITS

Pre-Event

- Opportunity to use affiliation with Molly's Miles in company advertising and website
- Mention on social media event page
- Logo placement on website

Event

- Five (5) complimentary race entries
- 10'x 10' on-site booth space
- Logo on sponsors banner
- Verbal recognition at event
- Opportunity to provide promotional item(s) in participant goody bags
- Logo placement on all event shirts



MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

MAJOR & LIEUTENANT SPONSORSHIP OPPORTUNITIES

\$1,500 MAJOR SPONSOR BENEFITS

Pre-Event

- Opportunity to use affiliation with Molly's Miles in company advertising and website
- Mention on social media event page
- Logo placement on website

Event

- Four (4) complimentary race entries
- Logo on sponsors banner
- Smaller logo placement on all event shirts
- Opportunity to provide promotional item(s) in participant goody bags



\$1,000 LIEUTENANT SPONSOR BENEFITS

Pre-Event

- Opportunity to use affiliation with Molly's Miles in company advertising and website
- Mention on social media event page
- Name on website

Event

- Three (3) complimentary race entries
- Name on sponsors banner
- Name on all event shirts



MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

SERGEANT & CORPORAL SPONSORSHIP OPPORTUNITIES

\$500 SERGEANT SPONSOR BENEFITS

Pre-Event

- Opportunity to use affiliation with Molly's Miles in company advertising and website
- Mention on social media event page
- Name on website

Event

- Two (2) complimentary race entries
- Name on sponsors banner



\$250 CORPORAL SPONSOR BENEFITS

Pre-Event

- Opportunity to use affiliation with Molly's Miles in company advertising and website
- Name on website

Event

- One (1) complimentary race entry
- Name on sponsors banner



MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

UNDERWRITING OPPORTUNITIES

Underwriters are dedicated to maintaining a sustainable event for Molly's Miles by covering the expenses of essential elements. If you and your company are not able to attend the event, but would like to support Molly's Miles 5K, 10K, and Virtual Run, these underwriting opportunities could be the perfect option for you!

By committing to underwriting a specific portion of the event, underwriters will receive name recognition on the event website. Additional recognition benefits are listed below.

UNDERWRITING OPPORTUNITY	AMOUNT	ADDITIONAL BENEFITS
Finisher Medals	\$4,000	Additional event day signage with your logo on the ribbon of the medals.
Challenge Coins	\$3,000	Additional event day signage with your logo displayed on banner.
Virtual Run Sponsor	\$2,000	Distribute a promotional item in packages sent to virtual runners.
Trophies	\$1,500	Additional event day signage with your logo on the underside of trophies.
Memorial Mile <small>(mile long path filled with dedicatory flags for every I/e officer that has died in the line of duty in Missouri)</small>	\$1,000	Additional event day signage with your logo displayed at Memorial Mile.
Food Sponsor	\$1,000	Logo prominently displayed on all food tables.
Hydration Sponsor	\$500	Logo displayed at water station.
Banners	\$500	Logo displayed on banner.
Porta Potties	\$500	Logo displayed on banner.
Give-a-way Sponsor	\$250	Distribute your product or coupon to more than 1,000 participants.

MOLLY'S MILES 5K, 10K, & VIRTUAL RUN

CONTRIBUTION SPONSOR OPPORTUNITIES

IN-KIND DONATION OF GOODS, SERVICES, & VOLUNTEERS

Molly's Miles relies on the generous donations of items, services, and volunteers to keep costs at a minimum (and proceeds for Missouri C.O.P.S. at a maximum). The following in-kind donations represent samples of potential Contribution Sponsor opportunities:

Sample of Event Items Needed:

Water & Cups for Water Station
Items for Healthy Snack – Post-Race Snacks & Beverages
First Aid Supplies
Balloons
Tables

Sample of Event Services Needed:

Photographer(s)
Printing

Volunteer Opportunities

Water Station
Course Monitors
Finish Line


*If you would like to contribute a donation not listed, please contact Christie Anliker, information listed below.

Thank you for considering to support Molly's Miles! We encourage you to contact us with any questions regarding the information listed, or to learn more about customizable sponsorship opportunities.

Christie Anliker, Secretary
MollysMiles5K@gmail.com • (573) 268-9880

Stay Connected!

www.MollysMilesRun.com

 *[.com/MollysMilesRun](https://www.facebook.com/MollysMilesRun)*

MOLLY'S MILES 5K, 10K, & VIRTUAL RUN 2024 COMMITMENT FORM

WE NEED YOU!

Your involvement in Molly's Miles 5K, 10K, and Virtual Run supports Missouri C.O.P.S. mission to rebuild shattered lives of surviving families and affected co-workers of Missouri law enforcement officers who have died in the line of duty.

CONTACT INFORMATION: (Please print)

Corporation (as listed in all print): _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Email: _____

Work Phone: _____ Cell Phone: _____

SPONSORSHIP SELECTION:

UNDERWRITING SELECTIONS: (Check all that apply)

\$5,000 Title Sponsor

\$4,000 Finisher Medals

\$500 Hydration Sponsor

\$2,000 Chief Sponsor

\$3,000 Challenge Coins

\$500 Banners

\$1,500 Major Sponsor

\$2,000 Virtual Run Sponsor

\$500 Porta Potties

\$1,000 Lieutenant Sponsor

\$1,500 Trophies

\$250 Give-a-way Sponsor

\$500 Sergeant Sponsor

\$1,000 Memorial Mile

\$250 Corporal Sponsor

\$1,000 Food Sponsor

PAYMENT OPTIONS:

Please invoice me

Check enclosed (payable to Molly's Miles)

Please Return Form to:

Molly's Miles

PO Box 8067, Columbia, MO 65205

Or email to MollysMiles5K@gmail.com

**Thank you for your consideration and support.
We hope to see you on April 27th!**