

**LIGHT THE WAY**

**5K**

**2026**



# SPONSORSHIP

## *Levels*

### LIGHT THE WAY 5K: WALK ON ROCK ON FOR MENTAL WELLNESS

Thank you for considering sponsorship opportunities with The Evie Effect. Your support is invaluable to us, and we are pleased to offer a variety of sponsorship levels to suit your needs and budget. Please review the following sponsorship levels and the associated benefits.

## Sponsorship Levels

### BEACON OF HOPE SPONSOR

**\$10,000**

#### BENEFITS

- Presenting Sponsor title on all promotional materials
- Exclusive stage marketing, including banners, signage, and verbal recognition throughout the day
- Opportunity to speak briefly on stage during the event
- Prime booth location near the stage or in a high-traffic area
- Dedicated sponsor spotlight video as part of a targeted social media campaign
- Premier logo placement on event t-shirts, banners, flyers, and all event signage
- Custom-designed individual slide featured frequently throughout the slideshow loop
- Inclusion in media coverage and press opportunities (as available)
- 10 race registrations (includes shirts)
- Custom thank-you feature in our newsletter and end-of-year impact report

### TRANSFORMATION SPONSOR

**\$5,000**

#### BENEFITS

- Prominent logo placement on all event materials (t-shirts, banners, flyers, and website)
- Sponsor booth in a high-traffic area
- Opportunity to be recognized on stage during the event
- Dedicated social media posts, including sponsor graphic, story tags, and interview feature
- Individual branded slide shown multiple times during the slideshow loop
- Recognition on our website sponsor page with a link to your business
- Mention in our post-event recap post or email
- 6 race registrations (includes shirts)

### GUIDING LIGHT SPONSOR

**\$2,500**

#### BENEFITS

- Large logo placement on event materials (t-shirts, banners, flyers, and website)
- Preferred booth location in a visible, high-traffic area
- Recognition by event hosts during the concert
- Individual sponsor spotlight post on social media
- Individual logo slide shown periodically in the slideshow rotation
- Logo listed on our website sponsor page
- 4 race registrations (includes shirts)

### POSITIVE IMPACT SPONSOR

**\$1,000**

#### BENEFITS

- Medium logo placement on event materials (t-shirts, banners, flyers, and website)
- Standard booth location at the event
- Recognition by event hosts during the concert
- Individual sponsor spotlight post on social media
- Individual sponsor slide shown at least once per hour in the slideshow rotation
- Logo listed on our website sponsor page
- 3 race registrations (includes shirts)