



# **SPONSORSHIP GUIDE**

**2017**

**Presented By**

**The Sharen Rooks Agency**

**Public Relations &**

**Marketing Firm**

[www.sharenrooksagency.com](http://www.sharenrooksagency.com)

[www.born2winevent.com](http://www.born2winevent.com)

## **Born 2 Win™ – A Survivor's Journey**

The city of Memphis is known around the world for basketball, barbeque and music town. At Born 2 Win Fundraiser Concert, our goal is offer survivors the opportunity to grace the stage through inspirational music. Many times those suffering from cancer, domestic violence, sexual assault or other adversities are not physically or mentally able to communicate how they feel. However, music can touch the heart in some ways that words cannot express. This concert is held annually on the 1st Friday in June; this year it falls on June 2nd at The Great Hall in Germantown, TN. This creative form of art gives individuals the opportunity to sing and share their musical talent. We are in our 4th year of success, we have had over 300 plus in attendance and many local and national celebrities grace the stage such as Shirley Green psalmist and former wife of Al Green, national recording artist Saxophonist, Cameron Ross, Comedienne, Mz. Vivacious, local Saxophonist, Aisha DuBose, amazing vendors galore.

### **Why support Born 2 Win: A Survivor's Journey?**

Born 2 Win™ is a one day event filled with vendor opportunities, survivor support and more. Each participate has the opportunity to share their story of overcoming adversity. In hopes, that others can obtain the courage and strength to overcome their personal adversity. We look forward and honored to have the community to share in gift of song and survival. Local faith based organizations have opened their doors and assisted in marketing the event because of what it stands for. Our marketing strategies are beyond amazing, henceforth any potential sponsor or supporter will experience an immediate ROI.

This year we are adding the Born 2 Win™ 5K Walk/Run June 3rd at Shelby Farms Conservatory again, to bring awareness, provide financial support for those organizations who are in the trenches and need more resources.

## Born 2 Win™ – A Survivor’s Journey

Level	Marketing Opportunities	Our Gift To You
<b>B2W Level 1: \$5,000</b>	<ul style="list-style-type: none"> <li>• Logo listing on Website with Hyperlink–Banner Image</li> <li>• Social Media Marketing for 1 yr</li> <li>• Onsite set-up for 2 days</li> <li>• Stage Presenter</li> <li>• Media Marketing including radio, TV, sponsor reel (digital visual promotion)</li> <li>• Featured in PSA video</li> <li>• Full page ad in program</li> <li>• Featured on event T-Shirt (1st placement)</li> </ul>	<ul style="list-style-type: none"> <li>• 20 Passes</li> <li>• 20 F/C Program Books</li> <li>• Promotional materials inserted in goody bags</li> <li>• 10 Registrants for 5K Walk/Run (event shirts included)</li> </ul>
<b>B2W Level 2: \$3,000</b>	<ul style="list-style-type: none"> <li>• Logo listing on Website with Hyperlink–Banner Image</li> <li>• Social Media Marketing for 1 yr</li> <li>• Onsite set-up for 2 days</li> <li>• Stage Presenter</li> <li>• Media Marketing including radio, TV, print &amp; 30 seconds promo video- sponsor reel</li> <li>• Full page ad in program</li> <li>• Featured on event T-Shirt (2nd placement)</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Passes</li> <li>• 10 F/C Program Books</li> <li>• Promotional materials inserted in goody bags</li> <li>• 5 Registrants for 5K Walk/Run (event shirts included)</li> </ul>
<b>B2W Level 3: \$1, 000</b>	<ul style="list-style-type: none"> <li>• Logo listing on Website with Hyperlink–Banner Image</li> <li>• Social Media Marketing</li> <li>• Onsite set-up</li> <li>• ½ page ad in program</li> </ul>	<ul style="list-style-type: none"> <li>• 5 Passes</li> <li>• 5 F/C Program Books</li> </ul>
<b>B2W Level 4: \$500</b>	<ul style="list-style-type: none"> <li>• Logo listing on Website with Hyperlink–Banner Image</li> <li>• Social Media Marketing</li> <li>• Listing in program book</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Passes</li> <li>• 2 F/C Program Books</li> </ul>
<b>Vendor \$100</b>	<ul style="list-style-type: none"> <li>• Hyper Linked</li> <li>• Logo displayed on event site</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Table/2 chairs</li> <li>• 2 Vendor Passes</li> </ul>
<b>Ad Space Only \$10.00</b>	<ul style="list-style-type: none"> <li>• Standard Business Card Size Image</li> <li>• Social Media Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Ad in program book</li> <li>• 1 Pass</li> </ul>



## SPONSORSHIP AGREEMENT

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**Company/Organization**

**Name** \_\_\_\_\_

**Address**

\_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

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**We agree to sponsor the following Born 2 Win™ Event(s) in 2017:**

**Born 2 Win Fundraiser Concert & 5K Walk/Run**

**Sponsorship Amount** \_\_\_\_\_

**Sponsorship Level:**

- \$5,000 (Includes 5K/ June 3rd)
- \$3,000 (Includes 5K/ June 3rd)
- \$1,000
- \$500

**Total Amount** \_\_\_\_\_ **Payment Type:** \_\_ PayPal \_\_ CC \_\_ Check

**Contact Name** \_\_\_\_\_ **Contact Title** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

To request a Wo email [tellme@sharenrooksagency.com](mailto:tellme@sharenrooksagency.com) vendor spaces and ad spaces can be purchased online at [www.sharenrooksagency.com](http://www.sharenrooksagency.com) Make checks payable to Sharen Rooks.

Thank you for your generosity and support. Please submit this agreement and keep a copy for your records.

## **SPECIAL NOTICE TO ALL PARTICIPANTS**

All participants we are excited that you will support this community event. Please remember the following:

- All payments are non-refundable.
- Vendors must stay within their assigned space.
- Each vendor space must be neat in appearance and not distracting to other vendors or their neighbors.
- We are not responsible for damage to personal and/or business property during the event.
- Electricity is limited. You must notify Sharen Rooks in advance if you need an outlet.
- Full Payment must be made in order to secure your space.
- Breakdown for vendor booths are immediately at the conclusion of the event.
- Set-up will be 3:00 pm - 5:00 pm on Friday, which includes a table and 2 chairs plus cover draped in black or white. 5k Walk/Run set-up is 7am must provide your own table/cover/chairs.
- Each vendor will be responsible for signage, preferably upright stands per facility.

Signature \_\_\_\_\_

Date \_\_\_\_\_