

THE TWELFTH ANNUAL
Cantrell Center 5K
 & 1 Mile Fun Run: Saturday, February 29, 2020

Sponsorship Program



Proceeds from the Cantrell Center 5K & Fun Run benefit our local Children's Hospital in Macon

Focused on families, businesses, and individuals, this unique health initiative is a WIN-WIN for the entire community.



All Sponsors will Receive Recognition on the Cantrell Center's Facebook page

Why Sponsor?

- 1 Team Up With Middle Georgia's Business, Wellness, & Media Community Leaders To Build Your Business
- 2 Be a LEADER by joining this Community Tradition!
- 3 Positive Association, Community Goodwill
- 4 Media Value: Business to Business & Consumer

32,712 website hits

DURING 2019 CANTRELL CENTER 5K PROMOTION (DEC 2018– Mar 2019)

100%
OF PROCEEDS
STAY LOCAL



46%
OF PARTICIPANTS IN
2019 WERE
FIRST-TIMERS
















We're getting Middle Georgia MOVING!

\$28,000.00+

IN FUNDS RAISED FOR BEVERLY KNIGHT OLSON CHILDREN'S HOSPITAL, NAVICENT HEALTH TO DATE

CONTACT INFORMATION:

Jen Zamora,
 Director of Public Relations
 478.953.3535
 wellnesspr@cantrellcenter.com

	Gold \$3,000	Silver \$1,500	Bronze \$750
Heavy Television Advertising on  — 6 weeks prior to event	✓		
Live Event Interview with Tassie Cantrell on  w/ Brian Roberts and on  with Laura Starling & Vance Sheppard	✓		
Radio ads on  Stations– 30 days	✓		
Billboards throughout Houston & Bibb Counties advertising 5K. One w/ your logo.	✓		
Advertisement in the Macon Houston Home Journal, and 	✓		
Business logo on 5K postcards	✓		
PA Announcement at the Awards Ceremony at the 	✓		
PA Announcement during pre-registration on the morning of the 	✓	✓	
Boosted  facebook. Advertising	✓	✓	
Opportunity to place your promotional items in  race packets	✓	✓	
Laminated fliers with your business advertised - placed at local businesses throughout the Central Georgia area	✓ logo	✓ name	
Name entered into a drawing for a 3 Month Wellness Membership to the 	✓	✓	✓
Advertisement on  website: www.cantrellcenter.com/5K	✓ logo with link	✓ logo with link	✓ name
Exposure on commemorative Cantrell Center  5K shirt	✓ logo	✓ logo	✓ name
Advertisement in  Newsletters	✓ logo	✓ logo	✓ name
Billboard-sized Race Day Banner	✓ logo	✓ logo	✓ name
Complimentary  5K Entries	✓ 10	✓ 6	✓ 2
"2 Free Visits" coupon to the  Wellness Program to distribute to your staff	✓	✓	✓
Table on event day	✓ Prime location	✓	✓