



Second Annual 5K Run/Walk

Sponsorship Opportunities

The Youth Action Board (YAB) teens are holding the YAB 5K to generate greater community awareness around teen substance use/abuse, stress and anxiety to bring about a positive change for their peers, and create an inclusive event where many can participate and enjoy while making a difference by supporting this cause. Birmingham Bloomfield Community Coalition (BBCC) is a 501(c)(3) organization that takes a research-driven, youth-led approach to substance abuse prevention, health and wellness. BBCC and the YAB provide education, tools, activities, and support to help youth rise above life's challenges by making informed decisions about their safety, health and wellness, as well as encouraging adults to thoughtfully support them.

5K Run/Walk: Saturday, May 11, 2019 | 8:00 - 11:30am
Village of Franklin

Premier Sponsor Levels *All premier sponsors receive live mentions and post-event recognition at the race.*

Title
\$15,000

Impact YAB 5K & ALL YAB Programs.

- Company name co-branded as part of the YAB 5K.
- Company logo on all promotional materials throughout the year & dedicated sponsor table at all events.
- Recognition and live mentions throughout the year for all YAB Programs/Events.

VIP
\$10,000

Impact the YAB 5K & ALL YAB Programs.

- Company logo on all promotional materials throughout the year & dedicated sponsor table at all events.
- Recognition and live mentions throughout the year for all YAB Programs/Events.

Presenting
\$7,000

Impact the YAB 5K & 4 YAB Programs.

- Company logo on all promotional materials on YAB5K plus 4 events. Dedicated sponsor table at each of the events.
- Recognition for each of the 4 YAB Programs/Events.

Premium
\$5,000

Impact the YAB 5K & 2 YAB Programs.

- Company logo on all promotional materials on YAB5K & 2 events. Dedicated sponsor table at each of the events.
- Recognition for each of the 2 YAB Programs/Events.

Gold
\$3,000

Impact the YAB 5K & 1 additional YAB Program.

- Company logo on all promotional materials on YAB5K and one additional event. Dedicated sponsor table at both events.
- Recognition for both of the YAB Programs/Events.

Silver
\$1,500

- Company logo/individual name on printed materials and online and displayed at YAB 5K.
- Material on designated table at YAB 5K.



Our first YAB 5K in 2018 was enjoyed by avid runners, families, students and supporters of YAB. Join us this year!

Support Sponsor Levels Great for organizations, families and friends to support the YAB 5K

IN-KIND Services | \$500 - \$2,000

Services = value specified: Advertising, printed materials, photography, filming, video, sound production, food and/or beverages (non-alcoholic), other Company logo displayed on table at YAB 5K.

BRONZE | \$750

- Company or individual name on printed materials and online.
- Company name/logo displayed at YAB 5K and material on designated table at YAB 5K.



Follow Team YAB!

More information and additional contracts at
BBcoalition.org

FRIEND | \$200 - \$500

Promote your company/organization or show your family, school or team spirit with a special message.

- Company or individual name listed at the YAB 5K and in program booklet.
- Material on designated table at YAB 5K.

ROUTE | \$100

Promote your company/organization/family, with a YAB 5K route sponsorship.

- Name listed on a lawn sign at the YAB 5K/along the route.

GIFT CARD | \$25 - \$200

Promote your company/organization & support the event with gift cards. Company or individual name in program booklet.

YAB 5K Run & Walk Sponsorship Contract

___ Yes, I want to sponsor the YAB 5K | Spring into Action! I have selected _____ sponsorship level.

Enclosed is my check in the amount of \$ _____.

___ Enclosed are my ___ gift card(s) for the following: _____ Gift Cards @ \$_____ value for each

___ I will give my gift cards (listed above) to: _____

___ I will pay online via www.bbcoalition.org donate option.

___ I will email my company name or logo in jpg format and any other required information that goes with my sponsorship to: ___ cmastroianni@bbcoalition.org ___ kmichaud@bbcoalition.org

___ Yes, I would also like to participate in the YAB 5K! Please register at:

PLEASE NOTE: Sponsorship payment is due in full with contract.

Company/Organization Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____ Website _____

Please Make Checks Payable to: Birmingham Bloomfield Community Coalition **or** pay at our website via our PayPal option. ** www.bbcoalition.org **Note: Include 10% online processing fee.

Mail to: 1525 Covington Road, Bloomfield Hills, MI 48301.

Questions? Contact us at 248-203-4615

Carol Mastroianni, Executive Director: cmastroianni@bbcoalition.org
Kelly Michaud, Youth Program Coordinator: kmichaud@bbcoalition.org

BBCC is a qualified 501(c)(3) tax-exempt non-profit charitable organization: 38-3269789. All contributions to the BBCC are tax deductible. Please consult your tax advisor for details.