Since 2012, RunningWorks has been dedicated to supporting causes to eradicate homelessness and hunger in our community. Our mission is to use sport and education to empower individuals and families to break cycles of abuse, neglect, poverty and homelessness one stride at a time. No one in our community deserves to go hungry or without shelter, and each of us has the power to create change, including you.

The RunningWorks team produces and participates in a variety of exciting events each year that consistently attract audiences composed of philanthropists, corporate executives, community leaders of all levels, and health enthusiasts along with their families. Annual sponsors of these events are provided excellent exposure and benefits, i.e., branding, media placement and access to high net worth community influencers.

RunningWorks maintains a strong presence at races and events throughout the region. We also set up branded booths at multiple fitness expos, luncheons and conferences throughout the year. This provides our annual sponsors an opportunity to receive exposure to more than 10,000 elite athletes, their families, fans and spectators.

In addition, we operate five health and wellness programs in the Carolinas serving over 450 unique individuals each year. Annual sponsorships help fund these programs by covering expenses such as team meals, fitness equipment and providing basic needs such as shelter, food and clothing for families in crisis.

Becoming an annual sponsor of RunningWorks provides you the unique opportunity to connect with the Greater Charlotte community, build brand awareness and show your organization’s support of an important cause: combatting hunger and homelessness for families in the Carolinas.

### 2019 RunningWorks Signature Events

**Social Butterfly Campaign: Saturday, March 23 – Friday, September 27**

The 2019 Social Butterfly Campaign kicks off its 6-month mentorship initiative, which pairs a notable Charlottean with a RunningWorks team member, on Saturday, March 23. Confirmed Social Butterflies include Roman and Heather Harper, Gerald and Nilou Henderson, Donna and Al de Molina, Emily Oliver, Christina Melissaris and more.

**12-Hour Run to End Homelessness: Wednesday, June 5**

Held the first Wednesday of June, Global Running Day is all about celebrating the sport of running. RunningWorks uses this special day to raise awareness for homelessness and poverty in the Carolinas. Annual sponsors have options for logo placement on team shirts and info booth in the heart of Uptown, which will be on display for the entire 12 hours.

**Metamorphosis: The Art of Giving Fashion Show Fundraiser: Saturday, September 28**

Metamorphosis is a unique event that merges fashion and philanthropy attracting approximately 300 of our most dedicated high-level donors. Each year, we partner with world-renown fashion designer Luis Machicao for this special occasion, which will be held at LaCa Projects.
### 2019 RunningWorks Sponsorship LEVELS

<table>
<thead>
<tr>
<th>Health &amp; Wellness Champion: $20k+*</th>
<th>10k Specialist: $7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sponsorship</td>
<td>Gold Level Sponsorship</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ultrarunner: $15,000**</th>
<th>5k Speedster: $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsorship</td>
<td>Silver Level Sponsorship</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ironman: $12,500**</th>
<th>Miler: $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsorship</td>
<td>Team Apparel Sponsorship</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marathoner: $10,000</th>
<th>Fun Run: $500 - $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Level Sponsorship</td>
<td>Social Butterfly Campaign Sponsorship</td>
</tr>
</tbody>
</table>

* Fully customizable

**Category Exclusivity

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### 2019 Health & Wellness Champion Sponsorship Breakdown

<table>
<thead>
<tr>
<th>Cost: $20k+</th>
<th>Benefits:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Exposure and recognition at highest level</td>
</tr>
<tr>
<td></td>
<td>• Recognition in all promotional advertising (e-blasts, radio, TV spots, social media, printed materials, etc.)</td>
</tr>
<tr>
<td></td>
<td>• Organization logo and link on RunningWorks website</td>
</tr>
<tr>
<td></td>
<td>• Additional benefits are fully customized to meet your needs</td>
</tr>
</tbody>
</table>

### 2019 Ultrarunner Sponsorship Breakdown

<table>
<thead>
<tr>
<th>Cost: $15,000</th>
<th>Benefits:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Title sponsorship at all RunningWorks major events</td>
</tr>
<tr>
<td></td>
<td>• Title Level Exposure and recognition at major events</td>
</tr>
<tr>
<td></td>
<td>• Recognition in all promotional advertising (e-blasts, radio, TV spots, social media, printed materials, etc.)</td>
</tr>
<tr>
<td></td>
<td>• Organization logo and link on RunningWorks website</td>
</tr>
<tr>
<td></td>
<td>• Main logo on 12-Hour Run to End Homelessness event shirts</td>
</tr>
<tr>
<td></td>
<td>• Opportunity to have your own vendor booth as advertising during 12-Hour Run to End Homelessness</td>
</tr>
<tr>
<td></td>
<td>• Prominent display of logo throughout the Metamorphosis: The Art of Giving Fashion Show Fundraiser</td>
</tr>
<tr>
<td></td>
<td>• Logo inclusion on Step-n-Repeat and Event Program at Metamorphosis</td>
</tr>
<tr>
<td></td>
<td>• 2 VIP Table at the Metamorphosis</td>
</tr>
<tr>
<td></td>
<td>o Includes 8 VIP Seating Tickets</td>
</tr>
<tr>
<td></td>
<td>o Bottles of Veuve Clicquot</td>
</tr>
<tr>
<td></td>
<td>o Assigned table concierge</td>
</tr>
</tbody>
</table>
### 2019 Ironman Sponsorship Breakdown

**Cost:** $12,500  
**Benefits:**  
- Presenting sponsor at all RunningWorks major events  
- Presenting Level exposure and recognition – verbal/visual at each event  
- Recognition in all promotional advertising (e-blasts, radio, TV spots, social media, printed materials, etc.)  
- Organization logo and link on RunningWorks website  
- Logo inclusion on our 12-Hour Run to End Homelessness event shirts  
- Opportunity to have your own vendor booth as advertising during 12-Hour Run to End Homelessness  
- Display of logo throughout the Metamorphosis: The Art of Giving Fashion Show Fundraiser  
- Logo inclusion on Step-n-Repeat and Event Program at Metamorphosis  
- 2 VIP Table at the Metamorphosis  
  - Includes 8 VIP Seating Tickets  
  - Bottle of Veuve Clicquot  
  - Assigned table concierge

### 2019 Marathoner Sponsorship Breakdown

**Cost:** $10,000  
**Benefits:**  
- Platinum Level Sponsorship  
- Recognition in all promotional advertising (e-blasts, radio, TV spots, social media, printed materials, etc.)  
- Recognition – verbal/visual at each event  
- Organization logo and link on RunningWorks website  
- Logo inclusion on our 12-Hour Run to End Homelessness event shirts  
- Opportunity to have your materials displayed during 12-Hour Run to End Homelessness  
- Display of logo throughout the Metamorphosis: The Art of Giving Fashion Show Fundraiser  
- 1 VIP Table at the Metamorphosis  
  - Includes 4 VIP Seating Tickets  
  - Bottle of Veuve Clicquot

### 2019 10K Specialist Sponsorship Breakdown

**Cost:** $7,500  
**Benefits:**  
- Gold Level Sponsorship  
- Recognition in select promotional advertising (e-blasts, radio, TV spots, social media, printed materials, etc.)  
- Recognition – verbal/visual at each event  
- Organization logo and link on RunningWorks website  
- Logo inclusion on our 12-Hour Run to End Homelessness event shirts  
- Opportunity to have your materials displayed during 12-Hour Run to End Homelessness  
- Display of logo throughout the Metamorphosis: The Art of Giving Fashion Show Fundraiser  
- 1 VIP Table at the Metamorphosis  
  - Includes 4 VIP Seating Tickets  
  - Bottle of Veuve Clicquot
5K Speedster Sponsorship Breakdown

**Cost:** $5,000

**Benefits:**
- Silver Level Sponsorship
- Recognition in select promotional advertising (e-blasts, radio, TV spots, social media, printed materials, etc.)
- Recognition – verbal/visual at each event
- Organization logo and link on RunningWorks website
- Logo inclusion on our 12-Hour Run to End Homelessness event shirts
- Opportunity to have your materials displayed during 12-Hour Run to End Homelessness
- Display of logo throughout the Metamorphosis: The Art of Giving Fashion Show Fundraiser
- 4 VIP Seating Tickets at the Metamorphosis

Miler Sponsorship Breakdown

**Cost:** $3,500

**Team Apparel Sponsorship**
Select one of the following team apparel items to have your organization’s logo prominently displayed on.
- RunningWorks performance running shirts
- RunningWorks tri-blend casual shirts
- RunningWorks ultra soft sweatshirts
- RunningWorks swag package (i.e. drawstring bags, water bottles, hats, etc.)

Fun Run Sponsorship Breakdown

**Cost:** $500 - $2,000

**Social Butterfly Campaign Sponsor**
Sponsors can elect to make monetary and/or in-kind gifts to support our 6 month mentorship campaign

**Benefits Can Be Customized To Include:**
- Combination of recognition through various digital and print platforms throughout the campaign
- Display of logo in the Metamorphosis: The Art of Giving Fashion Show Fundraiser program
Current Sponsors

Thank you to these generous organizations who have already committed to 2019 sponsorship!

TRINITY PARTNERS

WELLS FARGO

Mercedes-Benz of South Charlotte

LaCa Projects

H/K/B Cosmetic Surgery

The Oliver Team

The Scout Guide

Windsor Jewelers

PHILLIPS PLACE
Yes! I would like to participate as a 2019 RunningWorks Sponsor

**SPONSORSHIP LEVEL (please check one)**

- ( ) Health & Wellness Champion ($20k+)
- ( ) Miler ($3,500)
- Ultrarunner ($15,000) – Trinity Partners
- Ironman ($12,500)
- Marathoner ($10,000)
- 10k Specialist ($7,500)
- 5k Speedster ($5,000)
- Fun Run ($500-$1,000)

**ORGANIZATION NAME** as you would like it to appear for recognition purposes:

___________________________________________________________

**ORGANIZATION ADDRESS:**

__________________________________________

CITY: ____________________________ STATE: _______ ZIP CODE: ______________

**CONTACT NAME:** ________________________

**EMAIL:** ____________________________ PHONE: ______________________

( ) CHECK ENCLOSED FOR $ __________________________ payable to RunningWorks, Inc.

*Please mail to 401 Hawthorne Lane, Suite 110-317; Charlotte, NC 28204*

( ) CHARGE MY CREDIT CARD FOR $ __________________________ (please complete below)

**For Credit Card Payments Only**

Name as it appears on the card: ___________________________________________

Billing Address (if different than above): ____________________________________

City: ____________________________ State: ______ Zip Code: ______________

**Credit Card Type (please check one):** ( ) VISA ( ) MASTERCARD ( ) AMEX ( ) DISCOVER

Credit Card #: ____________________________ Exp. Date: _______ Security Code: _____

Signature: ____________________________ Date: ___________________

Questions related to RunningWorks Sponsorships:
Contact Meredith Dolhare at (704) 807-1777; meredith@runningworks.org
or Tracey Angiuoli at (704) 968-6407; tracey@runningworks.org