



United Way of Gordon County



United Way of Gordon County is hosting our 31st Annual Unity Run 5K Fundraiser at the Calhoun Depot on Tuesday, September 24th.

Our annual fundraising event raises money for our Gordon County Community Partner Agencies while allowing attendees to enjoy a family-friendly community event. This year's theme is Groovy 5K, where participants are encouraged to dress in their favorite 70's theme apparel.

For the first time, all race participants who cross the finish line can win a \$500 cash prize.

This is one of our community's largest fundraising events, with nearly 2,000 attendees. At the 2023 Unity Run, 1883 registered runners, with more than 1,200 crossing the finish line. This is a great way to market your organization while giving back to the community. We hope you'll join us in sponsoring this event to help support the work of our Partner Agencies as they provide programs centered on education, basic needs, and health.

Available to all Race Sponsors:

- Booths at the Downtown Calhoun Unity Run Finish Line. All booth participants are eligible for our Best Theme Award to be given to the booth that embodies the best Groovy theme.
- Logos listed on the United Way of Gordon County website, with link, for one calendar year.
- Recognition on social media.

Winner's Circle Sponsor: \$5,000

- Best Booth Location at the Finish Line.
- Company representatives will award all winner awards and have photo opportunities with winners.
- Company Logo on Race Bibs.
- Company Logo on Unity Run Race Banner and Winner's Circle Photobackdrop.
- Company Logo listed on Raffle Tickets for race finisher prizes.
- Company Logo printed on all on-site signs and banners for registration and race day.
- Unity Run sponsor sign placed before your business location two weeks before the event.
- Recognition for eight weeks on the United Way weekly WJTH Radio Show.
- Recognition through 20 advertisement spots in the weeks before the event.
- Company Logo on the front and back of all race T-shirts (commitment required by 09/06/24).
- Company Logo placed at the top of all race posters and registration forms (commitment required by 08/23/24).
- Custom race posters for your workplace.
- Special social media and website recognition.
- 40 Complimentary run entry registrations and 10 race medals.

Diamond Sponsor: \$3,000

- Premier Booth location on Finish Line.
- Unity Run sponsor sign placed before your business location two weeks before the event.
- Recognition for four weeks on the United Way weekly WJTH Radio Show.
- Recognition through 10 advertisement spots in the weeks before the event.
- Company Logo on the front and back of all race T-shirts (commitment required by 09/06/24).
- Company Logo on all race posters and registration forms (commitment required by 08/23/24).
- Custom race posters for your workplace.
- Special social media and website recognition.
- 20 Complimentary run entry registrations and 5 race medals.

Platinum Sponsor: \$2,000

- Booth located on Finish Line.
- Unity Run sponsor sign placed before your business location two weeks before the event.
- Recognition for four weeks on the United Way weekly WJTH Radio Show.
- Company Logo on the back of all race T-shirts (commitment required by 09/06/24).
- Company Logo on all race posters and registration forms (commitment required by 08/23/24).
- 20 Complimentary run entry registrations.

Gold Sponsor: \$1,000

- Unity Run sponsor sign placed before your business location two weeks before the event.
- Company Logo on the back of all race T-shirts (commitment required by 09/06/24).
- Company Name listed on all race posters and registration (commitment required by 08/23/24).
- 10 Complimentary race entry registrations.

Silver Sponsor: \$350

- Company Name on the back of all race T-shirts (commitment required by 09/06/24).
- 5 Complimentary race entry registrations.

Bronze Sponsor: \$250

- Company Name on the back of all race T-shirts (commitment required by 09/06/24).
- 3 complimentary race entry registrations.

Unity Run Sponsor Form

I want to commit to the sponsorship level indicated below:

Winner's Circle (\$5,000) Diamond (\$3,000) Platinum (\$2,000)
 Gold (\$1,000) Silver (\$350) Bronze (\$250)

Method of Payment (Payments due by 10/26/2024):

My payment is attached, or I will mail the payment.
 Please invoice my company via email or send my invoice via mail .
 Credit Card (secure payments can be made at www.gordoncountyunitedway.org or by calling our office at 706-602-5548.

Event Participation:

My organization plans to have a booth/tent at the finish line.
 I will be utilizing my complimentary race registrations.
 I will be sharing my complimentary race registrations with others.
 I **do not** plan to use my complimentary race registrations, but I would like race shirts.

Company Name Listed on Shirt: _____

Sponsor Name: _____ Contact Name: _____

Mailing Address: _____ City/ST: _____ ZIP: _____

Email: _____ Phone: _____

Authorized Signature: _____

Completed forms and company logos (PNG Format) can be emailed to
Stacy Long at slong@gordoncountyunitedway.org.

or

Forms and Payments can be mailed to United Way of Gordon County, PO BOX 486, Calhoun, GA 30703.

**ALL SPONSORSHIP COMMITMENTS MUST BE RECEIVED BY AUGUST 23 FOR
MARKETING RECOGNITION AND SEPTEMBER 6 FOR SHIRTS!**