



# CHILLY BEAN 5K & 10K & CHILI COOK-OFF

A PORTION OF THE PROCEEDS TO BENEFIT OPERATION BACKPACK  
FEBRUARY 6, 2016 ~ SUPERBOWL WEEKEND ~ COOSAW POINT

## 2016 Sponsorship Opportunities

Please consider teaming up with BA as we get the Beaufort community moving in the New Year, and challenge runners and walkers of all ages and abilities to complete a 5K or 10K in the 3rd annual Chilly Bean Run & Chili Cook Off on February 6th, 2016. This fun, family event helps support Beaufort Academy's athletics, technology, and after school programs. In addition a portion of the proceeds are donated to United Way's Operation Backpack. This organization donates school supplies and backpacks to local students in need to start the year off right. We are excited to promote this great event and encourage everyone to join us in this fitness endeavor.

Experience the benefits of the publicity and exposure this event brings to sponsors as part of our efforts to encourage health and wellness community-wide. Please consider supporting this fun wellness event by becoming a sponsor in one of the various ways below:

<p style="text-align: center;"><b>Title Sponsor - \$5000</b> (only one sponsorship available)</p> <ul style="list-style-type: none"> <li>*Company Name used in the title of the race</li> <li>*Top Banner Recognition on all marketing materials for the event*</li> <li>*Onsite signage recognition at the event. In person acknowledgement from race-announcers</li> <li>*Opportunity for a booth onsite to promote business or services</li> <li>*10 Tickets to the Chili Cook Off</li> </ul>	<p style="text-align: center;"><b>5K or 10K Sponsor ~ \$1000</b> (only two sponsorships available for each)</p> <ul style="list-style-type: none"> <li>*Company Name on the Race bib</li> <li>*Top Banner Recognition on all marketing materials for the event*</li> <li>*Onsite signage recognition at the event. In person acknowledgement from race-announcers</li> <li>*Opportunity for a booth onsite to promote business or services</li> <li>*6 Tickets to the Chili Cook Off</li> </ul>
<p style="text-align: center;"><b>The Grand Chilly Bean ~ \$500</b></p> <ul style="list-style-type: none"> <li>*Company recognition on race-day t-shirts</li> <li>*Top Banner Recognition on all marketing materials for the event*</li> <li>*Onsite signage recognition at the event. In person acknowledgement from race-announcers</li> <li>*Opportunity for a booth onsite to promote business or services</li> <li>*4 Tickets to the Chili Cook Off</li> </ul>	<p style="text-align: center;"><b>The Garbanzo Bean ~ \$250</b></p> <ul style="list-style-type: none"> <li>*Onsite signage recognition at the event. In person acknowledgement from race-announcers</li> <li>*Opportunity for a booth onsite to promote business or services</li> <li>*Recognition on the webpage and Facebook</li> <li>*2 Tickets to the Chili Cook Off</li> </ul>

\*Marketing materials include ads in the Beaufort Gazette and Island News, event poster, event website and recognition on Facebook.

We also have a limited number of other specialty sponsorships available.



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## 2016 Sponsorship Letter of Agreement

----- Company Name agrees to provide a financial sponsorship for the 3rd Annual Chilly Bean Run & Chili Cook OFF which takes place on Saturday, February 6, 2016. As a sponsor, I understand that I will receive the sponsorship opportunities as described in this proposal. I further understand that these opportunities will not take effect until this agreement is signed and payment as been received by the Beaufort Academy Parent's Association. As a sponsor, I agree to provide digital artwork for all promotional ads.

Please check appropriate sponsorship:

5K Sponsor \$1000 \_\_\_\_\_

10K Sponsor \$1000\_\_\_\_\_

Grand Chilly Bean Sponsor \$500\_\_\_\_\_

Garbanzo Bean Sponsor \$250\_\_\_\_\_

Other \_\_\_\_\_ Amount\_\_\_\_\_

Please specify your in-kind donation:

\_\_\_\_\_

Business name/logo will be included in runners' registration packets

Sponsor Name (as you would like it to appear):

\_\_\_\_\_

Contact Name \_\_\_\_\_

Phone\_\_\_\_\_

Email\_\_\_\_\_

Check payable to Beaufort Academy is attached\_\_\_\_\_

Are you going to put items in the Race Day Bags? Y N

(We'll need 600 pieces by January 20, 2016)

Are you going to have a promotional table at the race? Y N

Please mail this completed agreement to: Beaufort Academy, Attn: Lisa Gallagher, 240 Sams Point Road, Beaufort, SC 29907

All donations are tax deductible. Beaufort Academy is a 501(c)3 organization.

Please contact Amy Trask at 843-252-7785 or amyotrask@gmail.com with any questions you may have regarding your donation.



## Specialty Sponsorships

Specialty sponsorship opportunities are very important to the Chilly Bean Run, because they help us offset our costs while giving your business unique exposure that make a lasting impression. Most of these sponsorships have only one available so your business will really stand out. Please ask what is still available.

### **Tent Sponsor -\$650**

Have your business name displayed on a tent for maximum visibility. There are several tent sponsorships available. This very special sponsorship also includes your company logo on the back of the race shirt.

\*Also includes all the benefits of the Grand Chilly Bean

### **Beer Cup Sponsor-Provide 850 stadium cups (Estimated value \$1000)**

Put your company logo on the beer cups and make sure everyone knows your name!

\*Also includes all the benefits of the 5K-10K Sponsorship

### **Band Sponsor \$1000**

This rocking sponsorship will have your company name front and center. The band will announce your business throughout the day and your signage will be prominently displayed.

\*Also includes all the benefits of the 5K-10K Sponsorship

### **Ladle Sponsor- Provide 50 ladles with your company logo or we can provide stickers (Estimated \$250)**

This affordable sponsorship ensures that all chili lovers remember you. Your business name and logo will be on all the ladles for the chili.

\*Also includes all the benefits of the Garbanzo Bean

### **Volunteer Lanyard Sponsor - Provide a 100 brightly colored lanyards (Estimated values \$350)**

Show off your company on a bright lanyard worn by all of our wonderful volunteers. Your company name will be visible to all the runners. Specifications will be provided by the Chilly Bean Team.

### **21 and over Printed Wristbands-Provide 500 printed wristbands (Estimated value \$100)**

This is a fun, economical sponsorship that will get your name in front of lots of thirsty runners and friends.