



THE BIG FAT GREEK 5K

PRESENTED BY CHLOE'S FIGHT
RARE DISEASE FOUNDATION

CHLOE'S FIGHT RARE DISEASE FOUNDATION
because every child deserves a chance to fight



SPONSORSHIP OPPORTUNITIES

The mission of CHLOE'S FIGHT RARE DISEASE FOUNDATION can only be achieved with the support and partnership of friends like you. Monetary donations, as well as in-kind product or service donations are essential to our success.

We offer many sponsorship opportunities with various levels of visibility to you or your company, allowing you to maximize your return on investment while serving as a positive role model in the community.

ABOUT US

Chloe's Fight Rare Disease Foundation envisions a world where every child with a rare genetic disease has access to a cure. Our mission is to support the development of cures and treatments for rare childhood diseases such as lysosomal storage diseases (LSD's) by funding research, advocating policy for patients, and raising awareness.

**WATCH OUR
VIDEO ONLINE**

CHLOESFIGHT.ORG



1 IN 10

children are diagnosed with
a rare disease

7,000+

rare diseases identified

500

have any treatment options

THAT'S WHY WE'RE HERE



By partnering with us as a sponsor, you can help give every child a chance to fight no matter how rare their disease.

The race will raise awareness in the Twin Cities for the 1 on 10 individuals living with a rare diseases and fund research to increase the number of available treatments and cures.

THE RACE

- **WHAT:** THE BIG FAT GREEK 5K/KID'S DASH WITH COMPLIMENTARY MEAL TICKETS TO THE TASTE OF GREECE
- **WHEN:** FRIDAY, SEPTEMBER 7, 2018, 6 PM
- **WHERE:** LAKE BDE MAKA SKA PARK , MINNEAPOLIS (FORMERLY LAKE CALHOUN)
- MORE DETAILS AT CHLOESFIGHT.ORG

THE FESTIVAL

- CHLOE'S FIGHT RARE DISEASE FOUNDATION HAS PARTNERED WITH THE TASTE OF GREECE, MINNESOTA'S LARGEST CELEBRATION OF GREEK CULTURE
- OVER 10,000 ATTENDEES DURING THE FESTIVAL, SEPT 7-9
- AUTHENTIC GREEK CULTURAL EXPERIENCE INCLUDING FOLK DANCE, MUSIC, AND FOOD
- FAMILY ATMOSPHERE
- MORE DETAILS AT MPLSGREEKFEST.ORG



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TARGET AUDIENCE

- ACTIVE FEMALES UNDER 40
- SHE IS CONNECTED TO SOMEONE WITH RARE DISEASE, OR WANTS TO MAKE CHANGE HAPPEN FOR AFFECTED KIDS
- LIKELY TO HAVE KIDS IN TOW, MANY WILL RUN THE KIDS RACE
- ESTIMATED HOUSEHOLD INCOME \$75K+

REACH

- 5,000+ HOUSEHOLDS REACHED VIA FESTIVAL GUIDE PLACEMENT AND VISIBILITY AT THE TASTE OF GREECE
- 1,000+ RARE DISEASE COMMUNITY MEMBERS
- 400+ RACE PARTICIPANTS IN THE PAST
- LAKE BDE MAKA SKA RACE DAY VISITORS

COVERAGE

- EMCEED BY TWILA DANG, FORMERLY OF MY TALK RADIO
- COVERED IN THE PAST BY MULTIPLE NEWS STATIONS (WCCO, KARE 11)
- TASTE OF GREECE FEATURED ANNUALLY ON MULTIPLE MEDIA OUTLETS



**CHLOE'S
FIGHT
BELIEVES
EVERY CHILD
DESERVES A
CHANCE TO
FIGHT**

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Our sponsorship packages offer a variety of benefits for local businesses and organizations. If your company would like to sponsor the 2018 BIG FAT GREEK 5K, please contact us at info@chloesfight.org

PLATINUM SPONSOR

\$3,000

- LOGO PLACEMENT ON ALL PRINT MATERIALS, WEBSITE, AND EMAIL BLASTS
- LOGO ON BANNER AT START AND FINISH AND MAIN STAGE
- LOGO AT EACH MILE MARKER
- OPPORTUNITY FOR BOOTH SPACE AT RACE START
- INCLUDES UP TO 10 RACE REGISTRATIONS
- OPPORTUNITY FOR COMPANY EXECUTIVE TO SHARE REMARKS ON RACE DAY
- OPPORTUNITY FOR PRODUCT SAMPLING
- AD PLACEMENT IN THE FESTIVAL BROCHURE DISTRIBUTED TO 5,000 UPTOWN HOUSEHOLDS
- SCREEN PLACEMENT AT FESTIVAL
- 8 SOCIAL MEDIA COMMUNICATIONS

ADD-ON

- EXCLUSIVE SPONSOR OF THE AFTER-PARTY VIP TENT. (INCLUDES LOGO PLACEMENT, 4 VIP TICKETS, CATERED FOOD AND BEVERAGES, IN PERSON CONVERSATION WITH RESEARCHERS AND CHLOE'S FIGHT BOARD
- VIP CHECK-IN PRE-RACE DAY (MATERIALS DELIVERED IN PERSON WEEK OF THE RACE)

CUSTOM
SPONSORSHIP
PACKAGES ARE
ALSO AVAILABLE
TO SERVE YOUR
UNIQUE
MARKETING
NEEDS

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GOLD SPONSOR

\$1,000

- LOGO PLACEMENT ON WEBSITE AND EMAIL BLASTS
- LOGO ON BANNER AT START/FINISH
- LOGO AT EACH MILE MARKER
- OPPORTUNITY FOR BOOTH SPACE AT RACE START
- INCLUDES UP TO 5 RACE REGISTRATIONS
- AD PLACEMENT IN THE FESTIVAL BROCHURE DISTRIBUTED TO 5,000 HOUSEHOLDS
- SCREEN PLACEMENT AT FESTIVAL
- OPPORTUNITY FOR PRODUCT SAMPLING AT 5K OR TASTE OF GREECE
- 4 SOCIAL MEDIA COMMUNICATIONS

SILVER SPONSOR

\$500

- LOGO PLACEMENT ON WEBSITE AND EMAIL BLASTS
- LOGO AT START/FINISH
- LOGO AT EACH MILE MARKER
- INCLUDES UP TO 2 RACE REGISTRATIONS
- 2 SOCIAL MEDIA COMMUNICATIONS



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PARTNER

NO COST

- MUST BE A RARE DISEASE ORGANIZATION TO QUALIFY
- OPPORTUNITY TO SET UP A TABLE AT THE RACE START
- INCLUDES 2 RACE REGISTRATIONS

CHAMPION

NO COST

- A CHAMPION IS AN INDIVIDUAL WHO FUNDRAISES OVER \$1,000
- RECOGNITION AT THE RACE START
- INCLUDES 1 VIP TICKET

CONTACT US TODAY
INFO@CHLOESFIGHT.ORG



**JOIN THE
FIGHT AND
BECOME A
SPONSOR
TODAY**

WWW.CHLOESFIGHT.ORG