

# SPONSORSHIP GUIDE



SATURDAY, MARCH 3<sup>RD</sup> 2018  
BOCA RATON, FL

# EVENT DETAILS

**SATURDAY | MARCH 3, 2018**

South County Regional Park  
20405 Amphitheater Circle  
Boca Raton, FL 33498

Check-In: 4:30 PM

Run Start: 6:30 PM

## REGULAR

### TICKET

**\$50**

## TICKET INFO

- ✓ Access to Fun Glow 5K Course, Pre-Race Party & After Party
- ✓ Fun Glow 5K T-Shirt
- ✓ Fun Glow 5K Race Bib

## VIP

### TICKET

**\$70**

- ✓ Access to Fun Glow 5K Course, Pre-Party & After-Party
- ✓ Fun Glow 5K Race Bib
- ✓ VIP Express Check-In
- ✓ VIP Priority Start Line Access
- ✓ VIP Swag Package:

- EXCLUSIVE Fun Glow 5K VIP T-Shirt
- Slotted LED Shades
- LED Baton
- LED Blinking Gel Ring
- Neon Temporary Tattoo

### PRE-RACE PARTY

- The Party Kicks Off Two (2) Hours Prior to Sunset
- DJs Spinning Live Electro/House Music
- Foam, Fog, Black Lights, Beach balls, Frisbees & More!
- Food & Drinks from Local Food Trucks
- Get Free Swag + Giveaways from Local Vendors
- Get Glowing at the “Neon Paint Tent”

## GLOW ZONES

**EACH ZONE OFFERS A NEW  
LIGHTING, MUSIC & PHOTO EXPERIENCE**

### AFTER PARTY

- Glow Festival — Glow Stick & Glow Merchandise Giveaways
- High Energy Party — Laser Light Show, Foam Cannons, Special Effects
- Stellar On-Stage Entertainment Lineup
- Top DJs Spinning Live Electro/House Music
- 10+ Food Trucks to Refuel

# THE FUN GLOW 5K

The Fun Glow 5K is where fun-run & music festival collide for a neon explosion of high energy electro/house music, foam cannons, fog, black lights and glow sticks — including a pre-run party AND after party with top DJs spinning live music, local food trucks, drinks and more in a South Florida crowd of over 6,000!

Participants walk, run or dance through a 3.1 mile course at night with stops at neon glow zones along the way blasting the best electronic dance music while they get their glow on.

It's less about the run and more about the fun!

## THE FUN GLOW 5K CROWD

- ✓ Over 4,000 Participants
- ✓ Over 2,000 Spectators
- ✓ Average Age: 33
- ✓ Average Income: \$85K
- ✓ 70% Female



It's like one big moving  
**DANCE PARTY!**

## RAVE REVIEWS

“ Absolutely amazing!!!! ”

— Miriam Garcia



“ Electrifying experience!! ”

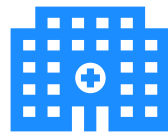
— Jim Sayih

# WHAT DRIVES OUR EVENT

OUR MISSION IS TO PROVIDE FUN, WELL ORGANIZED EVENTS THAT

**UNITES COMMUNITIES**

WHILE RAISING AWARENESS AND MONEY FOR CHARITIES IN THOSE COMMUNITIES.



THE FOUNDERS AND MANY STAFF MEMBERS ARE  
**FIRST RESPONDERS INCLUDING LOCAL:**

- FIREFIGHTERS
- NURSES
- POLICE OFFICERS
- COMMUNITY VOLUNTEERS



Our goal is to help as many people as possible  
through our events and spread goodwill.





# WHO WE SUPPORT



Special Compass helps people use their special inner compass to bring out the best they can be.

## MISSION:

Special Compass creates life-changing experiences for differently-abled children by promoting inclusion in the community using athletic events, and by building opportunities for independent living.

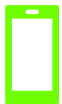


# \$18,000

## NEON – PRESENTING SPONSORSHIP



**Presenting Naming Rights:** Official and exclusive presenting sponsor naming designation. Mentioned where fun glow 5K is mentioned. “Fun Glow 5K Presented By ‘Your Company Name’



**Branded Cellphone Charging Station:** Multi-use/multi-device charging station placed in vendor promotional tent; Provides for increased customer engagement opportunities



**Radio Advertisement:** Sponsor officially branded as the presenter of Fun Glow 5K in prime-time radio advertisements scheduled for the two weeks preceding the event.



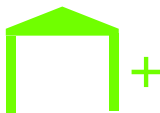
**Exclusive Branding on VIP Lounge Badge:** Activation opportunity to have premium branding placed on the reverse side of the VIP lounge access badges (Sponsor Provided)



**Branded Photo-Booth:** Professionally staffed photo-booth (10'x10' tent) w/touch-screen display; Unlimited free branded photos for event participants; Live upload to social media; Targeted messages sent to customers via email; Provides post-event marketing data.



**Corporate VIP Sponsor Lounge:** 15'x10' tent w/lounge chairs & couches; Ten (10) VIP special access passes & lanyards; Ten (10) Complementary dining, beverage & alcohol vouchers; Complementary server service; Five (5) Complementary VIP parking passes.



**Main Event Vendor Space Upgrade A:** 30'x20' brand activation tent placed in prime location in vendor area for promotion, customer engagement and data collection. Includes (upon request): Tables, chairs & power access.



**Event Digital Media Advertisement:** Four (4) – :30 second advertisements and Four (4) – :15 second static logo presentations on dual stage mounted 10'x10' screens (Advertisements/Logo prepared by sponsors).



**Logo Banners Upgrade A:** Branded Step-Banner Photo Backdrop, Start, and Finish Line.



**Pre and Post Event Email:** Connect with participants before and after the event with a sponsor provided special offer or ad formatted for email distribution.



**Logo on Parking Stubs:** Exclusive access to provide brand activation on the reverse of all parking stubs for event attendees; Activation targets both event attendees and general public spectators.



**Main Event Ticket Upgrade:** Forty (40) VIP event tickets



**All benefits of the Foamtastic: Community Sponsorship Level, with upgraded sponsor tent and upgraded VIP ticket amounts.**

# \$15,000

## ULTRAVIOLET – AFTER PARTY SPONSORSHIP



**After Party Naming Rights:** Official and exclusive presenting sponsor naming designation for the event After Party. Mentioned where Fun Glow 5K After Party is mentioned. "Fun Glow 5K After Party Presented By 'Your Company Name'"



**Radio Advertisement:** Sponsor officially branded as the sponsor of the Fun Glow 5K EDM After-Party in prime-time radio advertisements scheduled for the two weeks preceding the event.



**Exclusive Branding on VIP Lounge Badge:** Activation opportunity to have premium branding placed on the reverse side of the VIP lounge access badges (Sponsor Provided)



**Branded Photo-Booth:** Professionally staffed photo-booth (10'x10' tent) w/touch-screen display; Unlimited free branded photos for event participants; Live upload to social media; Targeted messages sent to customers via email; Provides post-event marketing data



**Corporate VIP Sponsor Lounge:** 15'x10' tent w/lounge chairs & couches; Ten (10) VIP special access passes & lanyards; Ten (10) Complementary dining, beverage & alcohol vouchers; Complementary server service; Five (5) Complementary VIP parking passes.



**Main Event Vendor Space Upgrade A:** 30'x20' brand activation tent placed in prime location in vendor area for promotion, customer engagement and data collection. Includes (upon request): Tables, chairs & power access.



**Event Digital Media Advertisement:** Two (2) – :30 second advertisements and Two (2) - :15 second static logo presentations on dual stage mounted 10'x10' screens (Advertisements/Logo prepared by sponsors).



**Logo Banners Upgrade:** Branded Step-Banner Photo Backdrop, Start, and Finish Line.



**Pre and Post Event Email:** Connect with participants before and after the event with a sponsor provided special offer or ad formatted for email distribution.



**Logo on Parking Stubs:** Exclusive access to provide brand activation on the reverse of all parking stubs for event attendees; Activation targets both event attendees and general public spectators.



**Main Event Ticket Upgrade:** Twenty (20) VIP event tickets



**All benefits of the Foamtastic: Community Sponsorship Level, with upgraded sponsor tent and upgraded VIP ticket amounts.**

# \$8,000

## GLOW – PACKET PICKUP SPONSORSHIP



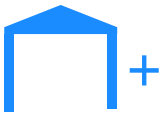
**Packet Pickup Location:** Drive over 4,000 expected registrants to your location the day before the race. Registrants save money by picking up race packets at your location.



**Branded Photo-Booth:** Professionally staffed photo-booth (10'x10' tent) w/touch-screen display; Unlimited free branded photos for event participants; Live upload to social media; Targeted messages sent to customers via email; Provides post-event marketing data



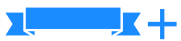
**Corporate VIP Sponsor Lounge:** 15'x10' tent w/lounge chairs & couches; Ten (10) VIP special access passes & lanyards; Ten (10) Complementary dining, beverage & alcohol vouchers; Complementary server service; Five (5) Complementary VIP parking passes.



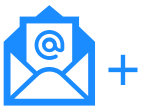
**Main Event Vendor Space Upgrade B:** 20'x10' brand activation tent placed in prime location in vendor area for promotion, customer engagement and data collection. Includes (upon request): Tables, chairs & power access.



**Event Digital Media Advertisement:** Two (2) – :30 second advertisements and One (1) – :15 second static logo presentations on dual stage mounted 10'x10' screens (Advertisements/Logo prepared by sponsors).



**Logo Banners Upgrade:** Branded Step-Banner Photo Backdrop, Start, and Finish Line.



**Pre and Post Event Email:** Connect with participants before and after the event with a sponsor provided special offer or ad formatted for email distribution.



**Logo on Parking Stubs:** Exclusive access to provide brand activation on the reverse of all parking stubs for event attendees; Activation targets both event attendees and general public spectators.



**Main Event Ticket Upgrade:** Sixteen (16) VIP event tickets



**All benefits of the Foamtastic: Community Sponsorship Level, with upgraded sponsor tent and upgraded VIP ticket amounts.**



**\$3,000**

## FOAMTASTIC – COMMUNITY SPONSORSHIP



**Main Event Vendor Space Upgrade B:** 20'x10' brand activation tent placed in prime location in vendor area for promotion, customer engagement and data collection. Includes (upon request): Tables, chairs & power access.



**Event Digital Media Advertisement:** Two (2) – :30 second advertisements and One (1) – :15 second static logo presentations on dual stage mounted 10'x10' screens (Advertisements/Logo prepared by sponsors).



**Logo Banners Upgrade:** Branded Step-Banner Photo Backdrop, Start, and Finish Line.



**Branded Event Gear:** Sponsor's logo placed prominently on race shirts, VIP wristbands, race bibs, select start/finish line banner and photo step-banner



**Branded Serving Cups:** Strategic placement of logo and optional brand activation on cups for 21+ drinking area.



**Branded VIP Drawstring Bags:** Nylon drawstring bags w/sponsor logo, provided to all VIP event participants; Includes sponsor provided marketing materials placed in bag.



**Data Collection:** Complete list of collected data from various POS contact areas provided; Includes email, phone, address & social media information.



**Main Event Ticket Upgrade:** Ten (10) VIP event tickets



**All benefits of the Sparkling: Gold Vendor Sponsorship Level, with upgraded sponsor tent and upgraded VIP ticket amounts.**

# \$1,000

## SPARKLING – GOLD VENDOR SPONSORSHIP



**Print Media:** Sponsor name/logo on all event ads, media & print materials.



**Website:** Logo and URL featured on [www.FunGlow5K.com](http://www.FunGlow5K.com)



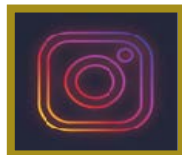
**Social Media Posts:**



**Facebook** @FunGlow5K



**Twitter** @FunGlow5K



**Instagram** @FunGlow5K



**Pre Event Email:** Connect with participants before the event with a sponsor provided special offer or ad formatted for email distribution.



**Main Event Ticket Upgrade:** Five (5) VIP event tickets



**All benefits of the Shimmering: Silver Vendor Sponsorship Level, with upgraded sponsor tent and upgraded VIP ticket amounts.**

**\$500**

## SHIMMERING – SILVER VENDOR SPONSORSHIP



**Main Event Vendor Space Upgrade C:** Vendor Tent (10'x10') in vendor areas.



**Table and Chairs:** One (1) table and two (2) chairs.



**Power:** Access to powered 110 outlet.



**All benefits of the Glimmering:** Bronze Vendor Sponsorship Level.

**\$250**

## GLIMMERING – BRONZE VENDOR SPONSORSHIP



**Main Event Vendor Space:** 10'x10' space in vendor areas.



**Parking:** Two (2) parking passes.

| BENEFIT                                     | DESCRIPTION  |
|---|--|
| SPONSORSHIP LEVEL                           |  |
| Naming Rights                               | Main Event   |
| Phone Charging Station                      | Logo Banners in Phone Charging Station Promo Tent  |
| Naming Rights                               | After Party  |
| Packet Pickup                               | Host Location  |
| Radio                                       | Advertisement on Major Market Station  |
| Ultraviolet After Party VIP Lounge          | Branded Activation Opportunity on Reverse of VIP Lounge Access Badge                                 |
| Corporate VIP Lounge                        | Exclusive VIP Tent and VIP Lounge Access Tickets/Wristbands  |
| Main Event Admissions Upgrade A             | Complementary VIP Area and Admission Tickets/Wristbands  |
| Main Event Vendor Space                     | Promotional Tent in Vendor Area, Power Access, Table and Chair Amount by request.                    |
| Main Event Vendor Space                     | 10'x10' Space in Vendor Area   |
| Main Event Branding                         | Logo Inclusion on the Step-Banner Photo Backdrop   |
| Main Event Branding                         | Logo Banners on Finish Line Barricades   |
| Main Event Branding                         | Logo Banners on Start Line Barricades  |
| Electronic Media                            | Pre-Event Email Campaign Inclusion   |
| Electronic Media                            | Post-Event Email Campaign Inclusion  |
| Dual 10"x10" Digital Video Screen Static Ad | Logo for :15 Seconds   |
| Dual 10"x10" Digital Video Screen Static Ad | Video for :30 Seconds  |
| Photo Booth                                 | Branded and Social Media Activated Photos  |
| Parking Ticket Stubs                        | Log on Back of Parking Stubs   |
| Race Shirt                                  | Logo on Back of Shirt  |
| Race Bib                                    | Logo on Front of Bib   |
| Branded Drinking Cups                       | Logo on Cups in 21+ Alcohol Area   |
| Drawstring Bag                              | Logo on Drawstring Bag Provided to All Race Participants   |
| Sponsor Provided Ad                         | Placed in Drawstring Bag at Race Packet Pick-up  |
| Data Collection                             | Complete list of participant contact information.  |
| Print Media                                 | Branded Logo on All Printed Distributed Materials  |
| Website                                     | Presence at our Logo/URL: <a href="http://www.FunGlow5K.com">www.FunGlow5K.com</a>                   |
| Electronic Media                            | Inclusion in Social Media posts on Facebook @FunGlow5K, Twitter @FunGlow5K, and Instagram @FunGlow5K |
|   |  |

| PRESENTING SPONSOR | AFTER PARTY SPONSOR | PACKET PICKUP  | COMMUNITY      | GOLD VENDOR    | SILVER VENDOR | BRONZE VENDOR |
|--------------------|---------------------|----------------|----------------|----------------|---------------|---------------|
| <b>\$18,000</b>    | <b>\$15,000</b>     | <b>\$8,000</b> | <b>\$3,000</b> | <b>\$1,000</b> | <b>\$500</b>  | <b>\$250</b>  |
| X                  |                     |                |                |                |               |               |
| X                  |                     |                |                |                |               |               |
|                    | X                   |                |                |                |               |               |
|                    |                     | X              |                |                |               |               |
| X                  | X                   |                |                |                |               |               |
| X                  | X                   |                |                |                |               |               |
| 10                 | 10                  | 10             | 0              | 0              | 0             | 0             |
| 40                 | 20                  | 16             | 10             | 5              | 0             | 0             |
| 30' X 20'          | 30' X 20'           | 20' X 10'      | 20' X 10'      | 10' X 10'      | 10' X 10'     |               |
|                    |                     |                |                |                |               | 10' X 10'     |
| X                  | X                   | X              |                |                |               |               |
| X                  | X                   | X              |                |                |               |               |
| X                  | X                   | X              | X              |                |               |               |
| X                  | X                   | X              | X              | X              |               |               |
| X                  | X                   | X              |                |                |               |               |
| 4                  | 2                   | 1              | 1              | 0              | 0             | 0             |
| 4                  | 2                   | 2              | 1              | 0              | 0             | 0             |
| X                  | X                   | X              |                |                |               |               |
| X                  | X                   | X              |                |                |               |               |
| X                  | X                   | X              | X              | X              |               |               |
| X                  | X                   | X              | X              | X              |               |               |
| X                  | X                   | X              | X              |                |               |               |
| X                  | X                   | X              | X              |                |               |               |
| X                  | X                   | X              | X              |                |               |               |
| X                  | X                   | X              | X              | X              |               |               |
| X                  | X                   | X              | X              |                |               |               |
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| X                  | X                   | X              | X              | X              |               |               |
| X                  | X                   | X              | X              | X              |               |               |
|                    |                     |                |                |                |               |               |



**THANK YOU FOR SUPPORTING**

**SPECIAL COMPASS**



**POWER BUDDIES**

