



What is the 5K to Fight Histio?

The 5K to Fight Histio takes place each year at Hudson River Park in New York City.

It started with under 200 registrants in 2013 after Liam's Lighthouse Foundation and its supporters wanted to expand their outreach and awareness during the time they spent together in New York City.

In previous years we have exceeded 500 registrants prior to race day! This 5K helps families from around the world gather together for a cause they hold close to their hearts and raise much needed funds for Histiocytosis at leading researching hospitals in the US.

We invite you to become a sponsor of the 5K to Fight Histio.

If you agree to a sponsorship opportunity you will not only receive the benefits outlined in the following packages, but you will also be helping Histio families across the world.

Thank you in advance!

Sponsorship Packages





Presenting Sponsor

\$40,000

As the presenting sponsor, your company will receive partner recognition by the inclusion of company name in title of event, ex. Liam's Lighthouse Foundation 5K To Fight Histio presented by >YOUR COMPANY NAME<. The presenting sponsorship not only serves as partner to the host organization for event but also assists in providing informational and promotional items as well as marketing materials including event swag and award medals to race winners.

Partner Recognition and Presenting Sponsor brand exposure will be offered through the following channels:

- Name/Logo recognition in all e-blasts to participants
- Facebook, Instagram, and LinkedIn posts from the 5K To Fight Histio and Liam's Lighthouse Foundation fan pages
- Local campaign media alerts and communications
- Event Day ceremony announcements
- Exclusive opportunity for marketing pieces, including brochures and swag, to be distributed in event bags to all participants.
- Name/logo on Purchased, Staff and Volunteer T-shirts
- Logo Race event web page
- Event Day banner with Company tent at event for opportunity to distribute promotional items
- Exclusive opportunity to host advocacy presentation (educational/informational luncheon) to all participants
- Complimentary registration for select company team members (15)



Light the Way Way Sponsor

\$2500 (4)

Light the Way Sponsor (4)

\$2,500

Sponsorship opportunity provides information on patient programs and support resources to all race registrants.

This includes but is not limited to educational pamphlets, program brochures and direction to online sites. Sponsorship will also provide resources for participation incentives for up to 20 participants and may include event registration, transportation, and lodging.

Sponsor will receive recognition through the following channels:

- Inclusion of brand banner at 5K event
- Name/Logo recognition in local e-blasts to participants
- Facebook and Instagram posts from the 5K to Fight Histio and Liam's Lighthouse Foundation fan pages
 - Campaign media alerts and communications.
 - Event Day live ceremony announcements
- Name/Logo on event t-shirts
 - Logo on Race event page
- Complimentary registration for select corporate team members (5)



Post 5K Wrap Up

\$2000 (2)

Post 5K Wrap Up (2)

\$2000

Exclusive Sponsors of the Post 5K Wrap Up event following the 5K To Fight Histio. Provides the opportunity for families and participants to gather over lunch, share experiences and resources with each other, as well as hear from keynote speakers on current new and happenings in Histiocytosis research

Sponsor will receive recognition through the following channels:

Local campaign media alerts and communications

- Event day ceremony announcements

Exclusive branding as 5K Wrap Up Sponsor in social media postings, web page advertising

- Name/logo on event t-shirts
- Opportunity to include discount, promotional message at Post 5K Wrap Up and in event bag distributed to all participants.
- Complimentary registration for select corporate team members (3)

* Access to 5K To Fight Histio collateral to showcase partnership



Child Life Sponsor (1)

\$1500

Sponsorship will provide children's tent and activities area at 5K event which promotes Child Life Therapy programs and resources. Provides all supplies for the activities and kids goodie bags.

Sponsor will be recognized through following channels:

- Local campaign media alerts and communication

- Name/Logo on event t-shirts

- Brand banner at Child Life station

- * Access to 5K collateral to showcase sponsorship

Child Life Sponsor

\$1500 (1)



Histio H2O Station Sponsor

\$1000

Histio H2O Station Sponsor (1)

\$1000

Sponsorship provides supplies for the water station at race for all 5K participants.

Sponsor recognition includes

- Includes name/logo featured banner at hydration station tent
- Name/logo on event t-shirts
- Recognition on social media and event website



Friend of the 5K Sponsor

\$500

Friend of the 5K Sponsor (unlimited)

\$500

Sponsorship provides opportunity to support the event production which includes, but is not limited to,

providing supplies, communication resources and general operating needs.

Sponsorship recognition includes

- Logo/company name on materials distributed to families and participants

- Recognition on social media and event website

* Access to 5K To Fight Histio Collateral to Showcase Partnership includes brochures and flyers for display and distribution, messaging for emails and social media, 5K To Fight Histio web banner for website, res no later than June 15, 2022:

5K To Fight Histio
5818 Charlois Ct.
Colorado Springs, CO 80922

