

2021 SPONSORSHIP KIT



BT5K Your Way



BT5K YOUR WAY SOUTH – MAY 22 BT5K YOUR WAY MIDWEST

SPRING – JUNE 6

BT5K YOUR WAY MIDWEST FALL – SEPTEMBER 25

BT5K YOUR WAY EAST – OCTOBER 2

BT5K YOUR WAY WEST – NOVEMBER 7

Due to the Pandemic, all Spring BT5Ks will take place virtually. Those scheduled in the fall will still take place however, an in-person event will be reviewed and decided upon in late Spring.

Specific to 2021, the BT5Ks have been divided into five regions, each with its own website, kick-off, and celebration. This allows maximum reach for both the ABTA and our Sponsors. While participants can register for any BT5K Your Way, our concerted efforts for each regional BT5K will remain.

2021 SPONSORSHIP OPPORTUNITIES

Note: In addition to the ABTA web site, two applications will be used to support the virtual events.

- 1) BrandLive, which will appear as a web site outside of the ABTA, will host the ABTA's pre- and post-event shows/celebrations, and
- 2) RaceJoy, a mobile app that participants will use while they are walking or running.

Benefits	\$50,000 Exclusive National Presenting Sponsor	\$20,000 Regional Presenting Sponsor(s)	\$10,000	\$5,000	\$2,500	\$1,000
Sponsor will have the opportunity to present itself in a 1-minute video in Pre-Show (BrandLive)	Х					
Sponsor's logo placed in the frame of the Video Theater during the Pre-Show and Celebration Show (BrandLive)	х	х				
Sponsor will have the opportunity to participate discussion during the Celebration Show (BrandLive) (live or pre-recorded tbd)	х	х				
Acknowledged as the "Presenting Sponsor" on a featured banner (in footer) on RaceJoy.	Х	х				
Sponsor will have the opportunity to present itself in a 1-minute video during the Celebration Show (BrandLive). (Also see below.)	х	х	х			
Sponsor logo in event email to registered participants.	х	х	х	х		
Your organization named (or tagged) and logo included in each event's Sponsor Thank You social post (Facebook)	х	х	х	х	х	х
Logo on the BT5K event webpage	x	Х	х	х	х	х
Sponsor will have the opportunity to have a 1-minute video on the BrandLive website for the two-weeks of the event.	Х	х	х	x	х	х
Shout outs through a pre-recorded message in RaceJoy	X audio on ABTA routes – start	X audio on ABTA routes – finish	X audio on – mile point	X audio on – mile point	X audio on – mile point	X audio on -mile point
Complimentary BT5K Your Way! registrations for your team	14	10	8	6	4	2
Logo included in post-event thank you's to participants	X With link	X With link	X With link	X With link	X With link	X With link

2021 BT5K Your Way Sponsorship Commitment Form

Yes! My company would like to sponsor the BT5K Your Way!

Company/Organization:			
Contact Name:			
Address:			
City: State			
BT5K Your Way Sponsorship Levels □ \$50,000 (Exclusive) □ \$20,000 (Exclusive Regional) □ \$10,000 □ \$5,000 □ \$2,500 □ \$1,000	Please send completed form to: American Brain Tumor Association Attn: BT5K Your Way 8550 W. Bryn Mawr Ave- Ste 550 Chicago, IL 60631 Or e-mail to: lcrouch@abta.org		
E-mail: Phone Please indicate preferred payment method: Check is enclosed, payable to: AB Please send invoice to contact list Please send ACH Payment Inform	STA or American Brain Tumor Association ted above		
☐ Please charge: ☐ MC ☐ VISA ☐			
Card Number: Expiration Date:			
Name on Card:	CVV:		
Authorization and Signature: I authorize the American Brain Tumor Association (ABTA) to use my organ including, but not limited to the BT5K Breakthrough for Brain Tumors web	ization's name and/or logo that I have provided for promotional purposes,		
Signature:	Date:		
Printed Name:			

Please send vector image of organization logo and event day contact to:

Leslie Crouch at 773-577-8764 or lcrouch@abta.org