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.

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

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

Please indicate preferred payment method:

☐ Check is enclosed, payable to: ABTA or American Brain Tumor Association
☐ Please send invoice to contact listed above
☐ Please send ACH Payment Information
☐ Please charge: ☐ MC ☐ VISA ☐ AMEX ☐ DISC

Card Number: ____________________________ Expiration Date: ____________________________
Name on Card: ____________________________ CVV: ______________

Authorization and Signature:
I authorize the American Brain Tumor Association (ABTA) to use my organization’s name and/or logo that I have provided for promotional purposes, including, but not limited to the BT5K Breakthrough for Brain Tumors website, media advertisements, and printed materials related to the BT5K Breakthrough for Brain Tumors Run & Walk. I understand that payment is due in full to the ABTA no later than 30 days prior to the sponsored BT5K.

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