



SPONSORSHIP GUIDE

2017

Presented By

The Sharen Rooks Agency

Public Relations &

Marketing Firm

www.sharenrooksagency.com

www.born2winevent.com

Born 2 Win™ – A Survivor's Journey

The city of Memphis is known around the world for basketball, barbeque, and music town. At the Born 2 Win Fundraiser Concert, our goal is offer survivors the opportunity to grace the stage through inspirational music. Many times those suffering from cancer, domestic violence, sexual assault or other adversities are not physically or mentally able to communicate how they feel. However, music can touch the heart in ways that words cannot express. This concert is held annually on the 1st Friday in June; this we will gather on June 2nd at The Great Hall in Germantown, TN . This creative form of art gives individuals the opportunity to sing and share their musical talent. We are in our 4th year of success; we have had over 500 in attendance, and many local and national celebrities have graced the stage such as Shirley Green, Psalmist and former wife of Al Green, national recording artist Saxophonist, Cameron Ross, Comedienne, MzVivacious, local Saxophonist, Aisha DuBose, amazing vendors galore.

Why support Born 2 Win: A Survivor's Journey?

Born 2 Win™ is a one-day event filled with vendor opportunities, survivor support, and more. Each participate has the opportunity to share her story of overcoming adversity--in hopes, that others can obtain the courage and strength to overcome their personal adversity. We look forward and are honored to have the community share in the gift of song and survival. Local faith based organizations have opened their doors and assisted in marketing the event because of what it stands for. Our marketing strategies are beyond amazing; henceforth, any potential sponsor or supporter will experience an immediate return on investment.

This year we are adding the Born 2 Win™ 5K Walk/Run June 3rd at Shelby Farms Conservatory, to bring awareness, provide financial support for those organizations who are in the trenches and need more resources.

Born 2 Win™ – A Survivor’s Journey

Level	Marketing Opportunities	Our Gift To You
B2W Level 1: \$5,000	<ul style="list-style-type: none"> ● Logo listing on Website with Hyperlink–Banner Image ● Social Media Marketing for 1 yr ● Onsite set-up for 2 days ● Stage Presenter ● Media Marketing including radio, TV, sponsor reel (digital visual promotion) ● Featured in PSA video ● Full page ad in program ● Featured on event T-Shirt (1st placement) 	<ul style="list-style-type: none"> ● 20 Passes ● 20 F/C Program Books ● Promotional materials inserted in goody bags ● 10 Registrants for 5K Walk/Run (event shirts included)
B2W Level 2: \$3,000	<ul style="list-style-type: none"> ● Logo listing on Website with Hyperlink–Banner Image ● Social Media Marketing for 1 yr ● Onsite set-up for 2 days ● Stage Presenter ● Media Marketing including radio, TV, print & 30 seconds promo video- sponsor reel ● Full page ad in program ● Featured on event T-Shirt (2nd placement) 	<ul style="list-style-type: none"> ● 10 Passes ● 10 F/C Program Books ● Promotional materials inserted in goody bags ● 5 Registrants for 5K Walk/Run (event shirts included)
B2W Level 3: \$1, 000	<ul style="list-style-type: none"> ● Logo listing on Website with Hyperlink–Banner Image ● Social Media Marketing ● Onsite set-up ● ½ page ad in program 	<ul style="list-style-type: none"> ● 5 Passes ● 5 F/C Program Books
B2W Level 4: \$500	<ul style="list-style-type: none"> ● Logo listing on Website with Hyperlink–Banner Image ● Social Media Marketing ● Listing in program book 	<ul style="list-style-type: none"> ● 2 Passes ● 2 F/C Program Books
Vendor \$100	<ul style="list-style-type: none"> ● Hyper Linked ● Logo displayed on event site 	<ul style="list-style-type: none"> ● 1 Table/2 chairs ● 2 Vendor Passes
Ad Space Only \$10.00	<ul style="list-style-type: none"> ● Standard Business Card Size Image ● Social Media Marketing 	<ul style="list-style-type: none"> ● Ad in program book ● 1 Pass



SPONSORSHIP AGREEMENT

Company/Organization _____

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone (____) _____ - _____ Email _____

We agree to sponsor the following Born 2 Win™ Event(s) in 2017:

Born 2 Win Fundraiser Concert & 5K Walk/Run

Sponsorship Amount _____

Sponsorship Level:

- \$5,000 (Includes 5K/ June 3rd)
- \$3,000 (Includes 5K/ June 3rd)
- \$1,000
- \$500

Total Amount _____ Payment Type: __ PayPal __ CC __ Check

Contact Name _____ Contact Title _____

Phone _____ Email _____

Signature _____ Date _____

To request a W9 email tellme@sharenrooksagency.com vendor spaces and ad spaces can be purchased online at www.sharenrooksagency.com Make checks payable to Sharen Rooks.

Thank you for your generosity and support. Please submit this agreement and keep a copy for your records.

SPECIAL NOTICE TO ALL PARTICIPANTS

All participants we are excited that you will support this community event. Please remember the following:

- **All payments are non-refundable.**
- **Vendors must stay within their assigned space.**
- **Each vendor space must be neat in appearance and not distracting to other vendors or their neighbors.**
- **We are not responsible for damage to personal and/or business property during the event.**
- **Electricity is limited. You must notify Sharen Rooks in advance if you need an outlet.**
- **Full Payment must be made in order to secure your space.**
- **Breakdown for vendor booths are immediately at the conclusion of the event.**
- **Set-up will be 3:00 pm - 5:00 pm on Friday, which includes a table and 2 chairs plus cover draped in black or white. 5k Walk/Run set-up is 7am must provide your own table/cover/chairs.**
- **Each vendor will be responsible for signage, preferably upright stands per facility.**

Signature _____ **Date** _____

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