

## REACH AND DEMOGRAPHICS

### Positioning:

Since 1958, St. Johns River State College has built a solid reputation among the communities it serves, yet our commitment to the community extends beyond our excellent traditional teachings. We encourage community members to explore the College and take advantage of the services and offerings available. The St. Johns River State College Foundation, Inc. plays an essential role in the growth of the College and its service to the community and continues to build relationships within the community—connecting a desire to make a positive difference in the lives of others through learning and cultural enrichment with giving opportunities at SJR State.

### Demographics:

The Viking 5K Run's estimated participant base of more than 200 will be mostly comprised of families from the local community.

### Anticipated Reach:

The event will be widely promoted with a reach throughout the Northeast Florida region. The event will be held on the Saturday of the Blue Crab Festival, a festival held each year on Memorial Day weekend which features carnival rides, live music, arts and crafts, commercial display vendors, and more along the riverfront in downtown Palatka. This is the 30th year of the festival which draws over 100,000 visitors.

Our publicity campaign will include:

- Direct contact through a community volunteer network
- Flyers, emails and poster campaign
- Internet (Facebook and other social media advertisements)

## Help the Viking 5K Run

Businesses which support community events are richly rewarded with a positive brand image and recognition. Your business can help support St. Johns River State College in various ways.

Here are some suggestions in which your organization can get involved:

- Monetary donation
- Advertising your business through the Viking 5K Run
- Support of the Viking 5K Run's operational expenses, such as gifts and awards for participants, food and beverages
- Printing/copying services
- Discount coupons for the Viking 5K Run participants
- Lending expertise, advice, suggestions or employee volunteers



### About the Viking 5K Run

The Viking 5K Run is a fun-filled event welcoming runners, health-walkers, families and anyone who seeks to raise their heart rates and support St. Johns River State College's athletic programs. All proceeds are deposited by the SJR State Foundation and administered by the SJR State Athletic Association according to the needs of the athletic department and student-athletes.

#### Race Fee:

Early registration \$25

Day of race registration \$30

Registration prior to May 4 is recommended to be guaranteed an official race T-shirt and size.

For more information, contact Caroline Tingle at 386-312-4100.

SJR STATE COLLEGE NON-DISCRIMINATION STATEMENT: St. Johns River State College does not discriminate against any person in its programs, activities, policies or procedures on the basis of race, ethnicity, color, national origin, marital status, religion, age, gender, sex, pregnancy, sexual orientation, gender identity, genetic information, disability, or veteran status. All questions or inquiries regarding compliance with laws relating to non-discrimination and all complaints regarding sexual misconduct or discrimination, may be directed to the Title IX Coordinator/Equity Officer, St. Johns River State College, 5001 St. Johns Avenue, Palatka, Florida, 32177; 386-312-4070.

#### ACCREDITATION

St. Johns River State College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of St. Johns River State College.



# VIKING 5K RUN

ST. JOHNS RIVER STATE COLLEGE  
PALATKA, FLORIDA

Saturday, May 26, 2018  
Bronson-Mulholland House  
100 Madison Street  
Palatka, Florida

## Sponsorship Opportunities

Presented by



# ST. JOHNS RIVER STATE COLLEGE VIKING 5K RUN

## SPONSORSHIP OPTIONS

**The St. Johns River State College Foundation, Inc., a 501 (c)(3) non-profit organization, is looking to partner with businesses and corporate sponsors for a 5K walk/run benefiting St. Johns River State College. We are expecting more than 200 participants in this year's fun run/walk and are hoping to raise over \$5,000. We are asking for your support in doing this.**

### PRESENTING SPONSOR: \$2,500

- Your company name will be included in advertising and promotional materials related to the event, including posters, website, mass emails and social media promotions
- Your company name will follow the race name and include "Presented by..." Your logo will also be included on the race results page with Web link
- Company name/logo will be displayed with a link on the race website
- Insertion of any marketing materials, premiums, samples, or coupons into all participant race bags
- Company name/logo will be displayed on all participant T-shirts with the largest size logo
- VIP package with 6 complimentary race entries and six event T-shirts
- You will be given an opportunity for complimentary display space at the event
- Banners provided by sponsor will be prominently displayed at the race's finish line



### GOLD: \$500

- Your company name will be included in advertising and promotional materials related to the event, including posters, website, mass emails and social media promotions
- Company name/logo will be displayed with a link on the race website
- Insertion of any marketing materials, premiums, samples, or coupons into all participant race bags
- Company logo will be displayed on all participant T-shirts
- VIP package with 4 complimentary race entries and four event T-shirts

### SILVER: \$250

- Your company name will be included in advertising and promotional materials related to the event, including posters, website, mass emails and social media promotions
- Company name will be displayed with a link on the race website
- Insertion of any marketing materials, premiums, samples, or coupons into all participant race bags
- Company logo will be displayed on all participant T-shirts
- VIP package with 2 complimentary race entries and two event T-shirts

### BRONZE: \$100 to \$249

- Your company name will be included in advertising and promotional materials related to the event, including posters, online website, mass emails and social media promotions
- Company name will be displayed with a link on the race website
- Insertion of any marketing materials, premiums, samples, or coupons into all participant race bags
- Company logo will be displayed on all participant T-shirts



ST. JOHNS RIVER STATE COLLEGE  
PALATKA, FLORIDA

Name of Organization: \_\_\_\_\_ Level of Sponsorship: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to:

St. Johns River State College Foundation  
5001 St. Johns Ave., Palatka, Florida 32177  
Email: SJRStateFoundation@SJRstate.edu  
Telephone: (386) 312-4100

