



## at **SOUTHWESTERN**

The 24<sup>th</sup> Annual Jameson 5K at Southwestern will be held again as a live race on Saturday, October 26<sup>th</sup>, 2024 and a virtual event over a three-day period of Friday, October 25<sup>th</sup> – Sunday, October 27<sup>th</sup>, 2024. This will allow for participants that can be in Georgetown to enjoy the in-person events and those that would prefer to participate virtually to run and/or walk on any route and in any town to still be a part of this great event.

Sponsorship of the Jameson 5K at Southwestern presents a terrific opportunity for community-minded businesses. Sponsors will be recognized with their company name/logo on the event Web page ([www.Jameson5K.org](http://www.Jameson5K.org)) and in the runner packets. Additional sponsor recognition, including company name/logo on event T-shirts, is available at the Platinum, Gold, Silver, and Bronze sponsor levels, as explained below.

The deadline for sponsorship is October 11, 2024. Event planners will also gratefully accept donations for awards and door prizes.

### **Jameson 5K Historical Statistics (2001-2023):**

- More than \$242,062 donated to the Jaysn Jameson Memorial Scholarship Fund from the Jameson entry fees and donations.
- Of the 2023 registrants, 64 percent live in Georgetown and surrounding areas.
- More than 1,500 brochures/posters/flyers with sponsor names to promote event.

## **Five levels of sponsorship are available:**

### **PLATINUM Sponsor - \$2500**

- Large prominent lettering on top of back of t-shirt\*
- Prominent recognition on all event advertisements (including posters, brochures, Web page ([www.Jameson5K.org](http://www.Jameson5K.org)), etc.)
- Ten free race registrations

### **GOLD Sponsor - \$1000**

- Large lettering on back of t-shirt\*
- Major recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))
- Major recognition in runners' registration packets
- Five free race registrations

### **SILVER Sponsor - \$500 (or cash equivalent)**

- Medium lettering on back of t-shirt\*
- Special recognition in runners' registration packets
- Special recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))
- Three free race registrations

### **BRONZE Sponsor - \$250 (or cash equivalent)**

- Recognition on back of t-shirt\*
- Recognition in runners' registration packets
- Recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))
- Two free race registrations

### **SUPPORTING Sponsor - <\$250 (or cash equivalent)**

- Name/logo in runners' registration packets
- Recognition on event's Web page ([www.Jameson5K.org](http://www.Jameson5K.org))  
(Sponsors of \$50 and above)

### **All Sponsors**

- Name/logo in runners' registration packets.
- Opportunity to advertise in runners' registration packets.
- Opportunity to distribute business coupons in registration packets.

### **In-kind Donations**

If your company would like to donate a product or services, please contact Kenda Evans at 713-213-8346 or via email at [Kenda@alumni.southwestern.edu](mailto:Kenda@alumni.southwestern.edu). You/your company will receive recognition in the runners' registration packets. Event planners gratefully accept any merchandise or gift certificates that can be given as door prizes.

Deadline for sponsorship is **October 11, 2024**.

\*Please provide a company logo in .jpg or .tif format on disk or electronically along with your sponsorship donation.

Deadline: The logo must be received no later than **October 5, 2024**, to be included on the t-shirt. If there is a problem with providing your logo in this format, please contact Kenda Evans (713-213-8346; [Kenda@alumni.southwestern.edu](mailto:Kenda@alumni.southwestern.edu)).



**at SOUTHWESTERN**

## Sponsor Pledge Form

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website URL \_\_\_\_\_

\_\_\_\_\_ Platinum Sponsor - \$2500

\_\_\_\_\_ Gold Sponsor - \$1000

\_\_\_\_\_ Silver Sponsor - \$500

\_\_\_\_\_ Bronze Sponsor - \$250

\_\_\_\_\_ Supporting Sponsor \_\_\_\_\_

Please make checks payable to:

Southwestern University

c/o Kenda Evans

4301 Stillbrooke Drive

Houston, Texas 77035

<https://commerce.cashnet.com/JAMESON5k>