



kccexpress.org

KC EXPRESS MOTHER'S DAY 5K SPONSORSHIP PROPOSAL

SUNDAY, MAY 14, 2023
CORPORATE WOODS, OVERLAND PARK, KS

ABOUT THE MOTHER'S DAY 5K

The Mother's Day 5K (MD5K) is Kansas City's only race by women, for women. Every year more than 1,500 girls and women of all ages and fitness levels turn out to celebrate and support women's wellness in Kansas City. This innovative fitness event has focused attention on women's health for nearly two decades, helping thousands of women to start on a path to a healthier life.

KC Express is a tax-exempt charitable organization whose mission is to motivate and educate women about the health benefits of exercise. After many years and many miles, KC Express has found the perfect mix of fitness, fun, and community service. The MD5K is exclusively supported by the members of KC Express – all volunteers – as a service to the community and to further our mission.

WHY SHOULD YOU BE INVOLVED?

In its 19th year, the MD5K is a widely recognized and anticipated event with a strong social media presence and high community visibility. In fact, the MD5K has been featured in a New York Times article on women's races and is routinely covered by local media outlets, including a live race-day telecast. Sponsorship is a great opportunity to elevate your company's image and to demonstrate your commitment to improving women's health.

Your support would help fund the effort to promote women's health through fitness. Running and walking have a direct benefit in preventing heart disease, the leading cause of death among American women. And, reducing heart disease is just one of many benefits to an active lifestyle. Exercise also helps control high blood pressure, cholesterol, diabetes, obesity and reduces the risk of osteoporosis, some cancers, and depression. The MD5K and KC Express, with your support, can help more women to start or stay on the path to improving their health through exercise.

Your sponsorship, no matter the level, allows KC Express to host a quality event, maintain low entry fees, and to offer scholarships to girls and women in the community, to ensure everyone looking to improve her health can join us for this fun fitness event.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$10,000

- Category exclusivity
- Featured spokesperson at race start
- Company name and logo on race bibs and all marketing materials
- Company logo on race t-shirt and website
- Onsite exhibit/booth space
- Opportunity to include coupons or other promotional materials at packet pick up
- Recognition on social media and during announcements on race day
- Up to 50 complimentary entries

GOLD SPONSOR

\$5,000

- Company name and logo on all marketing materials
- Company logo on race t-shirt and website
- Onsite exhibit/booth space
- Opportunity to include coupons or other promotional materials at packet pick up
- Recognition on social media and during announcements on race day
- Up to 20 complimentary entries

SILVER SPONSOR

\$2,500

- Company logo on race t-shirt and website
- Onsite exhibit/booth space
- Opportunity to include coupons or other promotional materials at packet pick up
- Recognition on social media and during announcements on race day
- 10 complimentary entries

BRONZE SPONSOR

\$500-\$1,000

- Company name on race t-shirt and website
- Opportunity to include coupons or other promotional materials at packet pick up
- Recognition on social media and during announcements on race day
- 5 complimentary entries

FIND OUT MORE...

For more information about the Mother's Day 5K or to support KC Express at any level, please contact Janet Baker at janetbakerlawyer@gmail.com or 913-915-6229