

Midlands Fatherhood Coalition DADDY AND ME 5K



DATE: June 15, 2024

TIME: 8AM

LOCATION: Saluda Shoals Park

Proceeds will go to Midlands Fatherhood Coalition to support Dads rebuilding their lives and families.

Sponsorship Packet





Dear Friend,

As we prepare for our annual Daddy & Me 5K, the message is quite simple, "Dads Matter." We know a father figure plays an important role and we want to bring awareness to the impact of fatherhood. Midlands Fatherhood Coalition wishes to extend our sincere gratitude to the Isle of Palms Chief of Police, Kevin Cornett for his vision, the Springdale Police Department, and Kassy Alia Ray, Chief Executive Officer and Founder of Serve and Connect for launching our race. Serve and Connect and Springdale Police Department launched the race in 2018. This is the year we spread our wings! Join us as we offer a USATF certified course for all runners- from the competitive 5k runner to the father and child wanting to do something healthy and fun together on Father's Day weekend! We are excited to offer the race at Saluda Shoals Park, that includes both live and virtual ways to participate. The race will take place in person on June 15th, 2024. Help us meet our goal of raising \$25,000 to strengthen fathers and families in the Midlands with our evidence-informed holistic programs that help dads be responsible and involved fathers.

Sincerely,

Marc Shook, Chairman

Board of Directors Midlands Fatherhood Coalition

Angela McDuffie, CEO

Midlands Fatherhood Coalition



Midlands Fatherhood Coalition

DADDY AND ME 5K

Sponsorship Levels

Presenting Sponsor - \$5,000

- Can place a vendor tent at the race
- "Brought to you by" sponsor with company name features on all media placements
- Large Company logo on back of race t-shirt
- Company name featured on all social media advertisements promoted through Midlands Fatherhood Coalition
- Recognition on Midlands Fatherhood Coalition Social Media
- Invitation to speak during our opening ceremony
- Special thank you during opening speech
- Large logo placed on all signage and banners throughout event

Hope for Families - \$2,500

- Can place a vendor tent at the race
- Large Company logo on back of race t-shirt
- Recognition on Midlands Fatherhood Coalition Social Media
- Special thank you in opening speech
- Medium logo placed on all signage and banners throughout the event

Community Champion - \$1,000

- Can place a vendor tent at the race
- Medium Company logo on back of race t-shirt
- Recognition on Midlands Fatherhood Coalition Social Media
- Small logo placed on all signage and banners throughout the event

Friend of Fathers - \$500

- Medium Company logo on back of race t-shirt
- Small logo placed on all signage and banners through the event

Daddy Hero - \$250

- Small Company logo on back of race t-shirt
- Small Company logo on banner

Sponsorships may be made through our online portal at www.midlandsfathers.com/donate or by mailing a check to Midlands Fatherhood Coalition at 1420 Colonial Life Blvd, Suite 80 Columbia, SC 29210 by MAY 31, 2024.



About the Daddy and Me 5k

Need a way to get out and move? Encouraging healthy habits and behaviors is what Midlands Fatherhood Coalition is all about! We are excited to offer a family friendly event to the entire Midlands area. Whether you are running, walking, or trying to set a personal record, the Daddy and Me 5k is open to everyone and we encourage your entire family as well as experienced road racers to participate in the fun. Make sure not to miss our electric warm-up and festive pre and post-race activities. Prizes will be awarded for age group winners, along with over all winners.

Midlands Fatherhood Coalition

Midlands Fatherhood Coalition is a holistic organization whose mission is to engage fathers in the positive support of their children and enhance support for fatherhood throughout the Midlands. Services are free and include education, job readiness, men's health education, legal education, parenting, spiritual development, referrals and job assistance, drug/alcohol education, and peer support. In 2020, we served over 500 fathers and impacted over 1000 children in the Midlands.



Hosted by Midlands Fatherhood Coalition

DADDY AND ME 5K