



**FEBRUARY 1, 2025**

Schedule: 7:45am: 1 Mile Run • 8:00am: 5K & 10K

October 1, 2024

For more than 20 years Burnt Hickory Baptist Church has staged an annual 5K & 10K race, “Run for the Son,” with a growing number of participants each year. The event will be held on February 1, 2025, on our church campus and the surrounding area. The proceeds of various corporate sponsorships will assist summer student ministry outreach projects, inner city ministries, work at elementary and secondary schools, as well as the Eric Petty Memorial Scholarship Fund.

We would like to ask you to consider supporting this event for 2025. We have established various levels of corporate sponsorship which yield a variety of exposure for your corporation or business, ranging from \$10,000 down to as little as \$350, which would give you permission to place info in our race packets, as well as having your name on our sponsorship list and website and a place in our Race Hub on Race Day. We also need products such as yours (samples, swag, coupons, etc.) to help promote the event.

We would consider it a privilege to display your corporate logo on our t-shirt as well as distributing information of your choosing in the runners’ swag bags. Please take time to review the attached descriptions of the various levels of participation.

All sponsorships need to be finalized by Monday, January 6, 2025, in order to be included on printed materials, shirts and signage. Any items to be donated for the event need to be received at Burnt Hickory Baptist Church, 5145 Due West Road, Powder Springs, GA 30127 by Thursday, January 23, 2025.

In the meantime, if you need more information, please feel free to call the church office and speak with Maria Thomas, Communications Associate, or Chip Paul, Student Pastor, at extension 207 or Student Ministry office, at extension 210.

Sincerely,

Chip Paul, Student Pastor  
Burnt Hickory Baptist Church

2.1.2025  
**RUN** for  
**SON**  
5K | 10K



# CORPORATE SPONSORSHIP BENEFIT PACKAGES

All race packages include the option to Provide Race Bag items, a table in the registration and awards area, recognition in our sponsor listing, and corporate logo on Race T-shirts.

**BRONZE**  
**\$350**

- \* 2 Spots in the Run
- \* Company Name on Sponsor Banner
- \* Company Name on Website

**SILVER**  
**\$600**

- \* 5 Spots in the Run
- \* Corporate Logo on Sponsor Banner
- \* Corporate Logo and hyperlink on Race Website
- \* Social Media Campaign mentions
- \* Company Name on Finish Line Gate
- \* Signage at 2 different mile markers

**GOLD**  
**\$1,000**

- \* 10 Spots in the Run
- \* Corporate Logo on Sponsor Banner
- \* Corporate Logo and hyperlink on Race Website
- \* Social Media Campaign mentions
- \* Corporate Logo on Start & Finish Lines
- \* Signage at 2 different mile markers
- \* Recognition by the Race M.C.
- \* Option to sponsor a station (water, first aid, etc.)
- \* Recognition in Event Emails

## PRODUCT/IN-KIND DONATIONS

In addition to the above listed sponsorship levels we are also seeking product donations (ie. gift cards, water bottles, t-shirts, key chains, sports drinks, anything that could be used as door prizes, etc). It is at your discretion to provide the quantity of items as they could be used to either be included in a raffle or distributed to all racers. In exchange for such a product donation, the following promotional services will be provided.: Corporate logo on t-shirts and recognition in sponsor listing, and social media mentions.

\*\*Additional sponsorship opportunities are available with our Concierge and Title Sponsorship Packages such as customized social media campaigns, category exclusivity, primary sponsor recognition in all major race areas on race day and more.  
Contact [mthomas@burnthickory.com](mailto:mthomas@burnthickory.com) for more info.

2.1.2025  
**RUN** for  
**the**  
**SON**  
5K | 10K



# CORPORATE SPONSORSHIP BENEFIT PACKAGES

All race packages include the option to Provide Race Bag items, a table in the registration and awards area, recognition in our sponsor listing, and corporate logo on Race T-shirts.

## CUSTOM SPONSOR \$2500-\$5000

CALL FOR MORE INFO

- \* 15 Spots in the Run
- \* Company Logo on Sponsor Banner
- \* Company Logo and hyperlink on Race Website
- \* Corporate Logo on Finish Line Gate
- \* Signage at 2 different mile markers
- \* Area Sponsorship of choice based on availability (water stop, first aid station, etc)
- \* Category Exclusivity
- \* Incorporation in a Social Media Marketing Campaign, with links and tags.
- \* Social Media Mentions leading up to the race
- \* Race Day Mentions by the emcee

## TITLE SPONSOR \$\$\$

CALL FOR MORE INFO

EXCLUSIVE

- \* Full Team in the Run
- \* Corporate Logo on Sponsor Banner
- \* Company Logo and hyperlink on Race Website as Title Sponsor
- \* Large Corporate Logo on Finish Line Gate
- \* Signage on all mile markers
- \* Corporate Logo on Finish Line Photo Opp
- \* Category Exclusivity
- \* Customized Social Media Campaign targeting YOUR primary audience
- \* Social Media Mentions as the title sponsor leading up to the race
- \* Race Day Mentions and Interview by the emcee as well as the opportunity to speak

Contact Maria Thomas at [mthomas@burnthickory.com](mailto:mthomas@burnthickory.com) or 678-491-6465 for more information.

## What is Run for the Son?

For more than 20 years, Burnt Hickory Baptist Church has staged an annual 5K & 10K race, "Run for the Son", with a growing number of participants each year. The event will be held on February 1, 2025, at our church campus and the surrounding area.

## Why should be a Corporate Sponsor?

The proceeds of various corporate sponsorships just like yours will assist our student ministry as they go on an international mission trip in the summer of 2026, as well as fund the Eric Petty Memorial Scholarship Fund. Our goal is to cover all race day expenses through the corporate sponsor donations, while providing a fantastic race day experience for all of the runners. This in turn allows all registrant fees to support our thriving student ministry at Burnt Hickory Baptist Church.

## Who participates?

The race is attended by many runners, walkers and people who want to support the students of Burnt Hickory. As one of the larger churches in the West Cobb area, we have many families and friends of our students who want to support them for the mission trip, but we have also made sure to have a draw for competitive runners by having a certified 5K/10K course for those seeking a qualifier time for the Atlanta Peachtree Road Race. Last year we had about 500 runners and over 1100 people who either ran or sponsored a student by registering as a phantom sponsor.

## What marketing techniques will be used?

Throughout the months leading up to the race, we will be directing traffic to our Run for the Son web page and Run for the Son Facebook Page using paid social media advertising campaigns, blog posts, local fliers and signage and in-person announcements. We will also use various runner and community outlets such as Big Peach, Active.com, Run & See Georgia, community calendars and more to promote the race.

**[www.bhradiate.com/run-for-the-son-5k-10k/](http://www.bhradiate.com/run-for-the-son-5k-10k/) | [fb.me/runforthesonbhbc](https://fb.me/runforthesonbhbc)**

# Sponsorship Form

**Company/Organization Name:** \_\_\_\_\_

**Company Mailing Address:** \_\_\_\_\_ **City/State/Zip:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Website:** \_\_\_\_\_

### Sponsorship Level (Please Check One):

☐ Bronze Sponsor - \$350   ☐ Silver Sponsor - \$600   ☐ Gold Sponsor - \$1,000

☐ In-Kind Sponsor - Please contact me about how we can work together

☐ Custom Sponsor or Title Sponsor - Please contact me about how we can work together

Amount Enclosed: \_\_\_\_\_ Send Invoice for Amount: \_\_\_\_\_

**Please detach this form and mail with payment  
or scan the QR Code to pay online:**

Burnt Hickory Baptist Church  
Attn: Maria Thomas  
5145 Due West Road  
Powder Springs, GA 30127



*If you would like your sponsorship to count for the 2024 tax year it must be recieved in the office at BHBC by December 31, 2024 or postmarked by that date.*