



MUNCHKINS RUN

A DONUT-POPPING 5K TO
SUPPORT KIDS WITH CANCER



SATURDAY, NOVEMBER 18 @ ST. CHRISTOPHER'S SCHOOL
KIDS DONUT DASH 8AM | DONUT 5K RUN 9AM

THE MOST DELICIOUS 5K IN TOWN

The 7th Annual Dunkin' Donuts Munchkins Run is a fun, donut-popping 5K run/walk the whole family will enjoy while helping to make life better for children with cancer in the Richmond community.

The 5K course winds through the beautiful St. Chris campus and neighborhood where donut eating IS optional... but hard to resist!

EVERYONE GETS A DONUT

Participants will enjoy an awesome Dunkin' Donuts breakfast complete with donuts, coffee and hot chocolate -- plus, a t-shirt, finisher's medal (NEW), and Dunkin' Donuts coupons and swag.

NEW THIS YEAR

We can't forget about our youngest donut fans! New this year, kids 5 & under can register for the half-track donut dash. There will also be awards and prizes for the largest team, top fundraisers and the best dressed in donut-inspired attire.

BE THE SPRINKLES ON TOP

Your sponsorship support will be like the sprinkles on top of our donut. Everyone knows that's the best part. And, with 1-2 kids diagnosed with cancer each week in our community, we need your help.

Your support will go the distance in providing emotional, financial and social care to patients, survivors and their families.

JUST A SPLASH OF STATS

# OF ATTENDEES	823
% OF REGISTERED ADULTS	54%
ZIP CODES REPRESENTED	102
EVENT FACEBOOK LIKES	2904
ASK FACEBOOK LIKES	3069
# OF KIDS YOU'LL HELP	500+



DONUTRUN.ORG



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SPONSORSHIP OPPORTUNITIES

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Sponsorship Benefits	Jelly Donut \$5,000	Chocolate Donut \$2,500	Powdered Donut \$1,000	Glazed Donut \$500	Plain Donut \$250
Race Entries	10	8	6	4	2

PRE-EVENT RECOGNITION

Website Recognition	•	•	•	•	•
Email Blasts	•	•	•	•	•
Social Media Promotion	•	•	•	•	•
Event Flyer	•	•	•	•	•
Event Advertisements	•	•	•	•	•
Press Release	•	•	•	•	•

ON-SITE RECOGNITION

Booth Availability	•	•	•	•	•
Event Banners	•	•	•	•	•
T-Shirt Recognition	•	•	•	•	•

POST-EVENT RECOGNITION

Thank You Email Blast	•	•	•	•	•
Social Media Thanks	•	•	•	•	•
Newsletter	•	•	•	•	•
Outgoing Press Release	•	•	•	•	•

For more information, visit www.donutrun.org, email donutun@askccf.org, or call 804-658-5910.



7TH ANNUAL MUNCHKINS RUN SPONSOR COMMITMENT FORM

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Please indicate your sponsorship support below and return by **Friday, October 13, 2017** to ensure receipt of full sponsor recognition benefits.

Sponsorship Level: \$5,000 \$2,500 \$1,000 \$500 \$250

Sponsor Name: _____
Please list as name should appear in print materials and recognitions.

Contact Person: _____ Phone: _____

Address: _____

City/State/Zip: _____

Email: _____ Website: _____

Facebook Page: _____ Twitter Handle: _____

Method of Payment: Check VISA MasterCard AMEX Invoice

Checks should be made payable to ASK. Organization Tax ID #51-0173669.

Card# _____ Exp Date _____ Security Code _____

Name on Card: _____

Please return form with payment to:

ASK Childhood Cancer Foundation
P.O. Box 17184
Richmond, VA 23226
Fax: 804-658-5952 Email: bnelson@askccf.org

For more information contact:

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804-658-5910

