



Help a kid outrun cancer
SATURDAY, APRIL 22, 2017

10:00 a.m.

The Diamond

3001 N. Boulevard, Richmond, VA

www.ASKwalk.org

EVENT OVERVIEW

The ASK 5k & Fun Walk is an annual event to commemorate and celebrate the strength and courage of children with cancer and their families. The 5k course takes runners and walkers around the Flying Squirrels' stadium, through the area neighborhoods, past the Children's Hospital of Richmond's Brook Road Campus, and ending in the infield, crossing home base.

Spirit stops line the course to cheer everyone onto the post-race festival, featuring live music with the Jangling Reinharts, fantastic food, and activities for the kids. There will also be an awards ceremony and our awe-inspiring Kourageous Kids Victory Lap.

This event continues to be our largest fundraiser but it means so much more than that to our ASK families. The event is full of special moments – kids who were just happy to be there and not in the hospital, kids who were celebrating being able to walk this year after coming in a wheelchair last year, survivors celebrating another year off treatment, and families walking in memory of the children they lost.

ATTENDANCE & REACH

Last year's race attracted over 2,000 participants from 175 zip codes. News of this Richmond family favorite 5k will be shared on-air, in-print, digitally, with 5,000 Facebook followers, and over 8,700 unique emails. As part of our appreciation you'll receive pre, on-site, and post-race recognitions.

IMPACT OF YOUR SUPPORT

Last year's event raised over \$155,000 to support ASK Childhood Cancer Foundation. Your support will enable ASK's 40-year mission of making life better for children with cancer in Central Virginia by providing assistance, support, and kindness to families who go through treatment in the ASK Hematology and Oncology Clinic at The Children's Hospital of Richmond at VCU.

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



12TH ANNUAL ASK 5k & Fun Walk SPONSORSHIP OPPORTUNITIES

Please select a sponsorship package from below and return the enclosed commitment form by **April 1, 2017**. If you would like to discuss an alternative level of support or in-kind donation, please contact Britt Nelson at 804-658-5910 or bnelson@askccf.org.

Sponsorship Benefits	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Patron Sponsor \$500	Fun Stop Sponsor \$250
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TICKETS

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Patron Sponsor	Fun Stop Sponsor
Race Entries	8	7	5	2	2
Richmond Flying Squirrels Game (5/7)	8	7	5	2	2
Party Pavilion Pre Game Cook Out (5/7)	8	7	5	2	2

PRE-EVENT RECOGNITION

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Patron Sponsor	Fun Stop Sponsor
Social Media Recognition	•	•	•	•	•
Website Recognition	•	•	•	•	•
Email Blasts	•	•	•	•	•
Event Brochure (logo by 1/25/17)	•	•	•	•	•
Event Poster (logo by 3/4/17)	•	•	•	•	•
Mention in Press Release	•	•	•	•	•

ON-SITE RECOGNITION

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Patron Sponsor	Fun Stop Sponsor
Contribute to Runner Goody Bag	•	•	•	•	•
Vendor Booth	•	•	•	•	•
Event Banners (logo by 4/1/17)	•	•	•	•	•
T Shirt Recognition (logo by 4/1/17)	•	•	•	•	•
Event Remarks	•	•	•	•	•
Scoreboard Recognition	•	•	•	•	•

POST-EVENT RECOGNITION

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Patron Sponsor	Fun Stop Sponsor
Email Blast (logo)	•	•	•	•	•
Social Media Thanks	•	•	•	•	•
ASK Newsletter	•	•	•	•	•
Mention in Press Release	•	•	•	•	•



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SPONSORSHIP COMMITMENT FORM

Please indicate your sponsorship support below and return by **April 1, 2017** to ensure receipt of sponsor recognition benefits.

YES, I want to make life better for children with cancer in Central VA:

\$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: _____

Please list any items you'd like to offer for a giveaway or runner goody bag. We anticipate 1,700 runners in 2017.

Please email a high-resolution logo for print and web use (TIFF, EPS, jpg, or png format) to Britt Nelson at bnelson@askccf.org.

Method of Payment: Check (payable to ASK) VISA MasterCard AMEX Invoice

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

Event contact:

Britt Nelson, Race Director
bnelson@askccf.org
804-658-5910

