



SPONSORSHIP OPPORTUNITIES

PINK UP THE PACE
5K & DOLLY DASH FUN RUN

Breast Cancer Research Foundation of Alabama
P.O. Box 531225
Birmingham, Alabama 35253
(205) 996-5463 | www.bcrfa.org



EVENT DETAILS

5th Annual Pink Up The Pace 5K & Dolly Dash Fun Run

Sunday, October 23, 2022 • 1:00 PM - Check-in/registration; 2:00 PM - Race start
Crestline Field (49 Vine St, Mountain Brook, AL 35213)

Registration + details: bcrfa.org/events

Race Details:

- 250+ participants anticipated (runners and walkers welcome in both races)
- Timing bibs and event t-shirt included with adult registration (while supplies last)
- Dolly Dash 1-mile fun run open to runners, walkers, bikers, and scooters (kids and adults)
- Registration fees: Adults \$35 (ages 13+), Children \$25 (ages 4-12). Children 3 and under are free.

After-Event Highlights

- Live music
- Refreshments (snacks, beer, wine)
- Field activities, including face painting, a petting zoo, and an inflatable obstacle course.



ABOUT THE BCRFA

Funding research, saving lives.

The Breast Cancer Research Foundation of Alabama's mission is to help find a cure for breast cancer by funding promising breast cancer research in Alabama and raising community awareness and funding for that research.

The BCRFA invests a comprehensive approach to battling breast cancer by funding collaborative and innovative research to help diagnose, treat, prevent, and eradicate the disease.

BCRFA Impact

Investments from generous partners like you allow BCRFA research partners to:

- Successfully compete and receive sought-after and sustaining grant dollars.
- Recruit and retain world-class breast cancer researchers.
- Seize every opportunity for groundbreaking discoveries.

Since our founding in 1996, the BCRFA has invested over \$12 million in life-saving breast cancer research.

Learn more at bcrfa.org.



SPONSORSHIP OPPORTUNITIES + COMMITMENT FORM



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Sponsorship Level Check one

- ☐ **Presenting Sponsor - \$5,000**
Includes 6 complimentary entries to race, event naming (e.g. Pink Up The Pace presented by Company Name), logo prominently featured on event website, all sponsor signage, event t-shirt, event promotion emails, and a social media thank you "shout out." Option to include promotional items in race bag, set up exhibition space on event day and display company banner at event (provided by sponsor).
- ☐ **Gold Sponsor - \$2,500**
Includes 4 complimentary entries to race, company logo featured on event website, all sponsor signage, event t-shirt, event promotion emails, and a social media thank you "shout out." Option to include promotional items in race bag, set up exhibition space on event day and display company banner at event (provided by sponsor).
- ☐ **Silver Sponsor - \$1,000**
Includes 2 complimentary entries to race, logo featured on event website, all sponsor signage, event t-shirt, and event promotion emails. Option to include promotional items in race bag, set up exhibition space on event day and display company banner at event (provided by sponsor).
- ☐ **Bronze Sponsor - \$500**
Includes 1 complimentary entry to race, company name listed on event website, all sponsor signage, event t-shirt, and event promotion emails. Option to include promotional items in race bag, set up exhibition space on event day and display company banner at event (provided by sponsor).
- ☐ **Exhibit Space - \$150**

Sponsor Information

Company/Individual Name (as you prefer to be listed): _____

Sponsor Contact (Full Name): _____

Address: _____ City, State: _____ Zip: _____

Phone: _____ Email: _____

Payment Information Check one

- ☐ **Check** Checks should be made payable to the BCRFA and mailed to the address below.
- ☐ **Credit Card** To pay via credit card, visit bcrfa.org/donate and include "Pink Up the Pace sponsorship" in the Notes section or call 205.996.5463 to pay with credit card over phone.

Authorized Sponsor Signature: _____ Date: _____

FORM SUBMISSION

Please email or mail your completed sponsor form to **Wright Rouse:**

Email: wkrouse@uab.edu

Mailing address: BCRFA, P.O. Box 531225, Birmingham, AL 35253

QUESTIONS?

Please contact **Wright Rouse** at wkrouse@uab.edu or 205-996-5463.