



SPONSORSHIP OPPORTUNITIES

2023 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

6th Annual Pink Up The Pace 5K & Dolly Dash Fun Run

Sunday, October 22, 2023 • 1:00 PM - Check-in/registration; 2:00 PM - Race start
Crestline Field (49 Vine St, Mountain Brook, AL 35213)

Registration + details: bcdfa.org/events

Race Details:

- 400+ 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

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



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 for 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 nearly \$14 million in life-saving breast cancer research.

Learn more at bcrfa.org.



SPONSORSHIP OPPORTUNITIES + BENEFITS



Join us! Invest to fuel lifesaving breakthroughs in breast cancer research.

	SPONSOR LEVEL				
	RESERVED Presenting \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Inclusion in media promos (PSA, on-air interview)	★				
Complimentary race entries	8	6	4	2	1
Recognition on event website, all sponsor signage, event t-shirt, and event promotion emails	Logo	Logo	Logo	Company Name	Company Name
Option to include promotional item in race bag	✓	✓	✓	✓	
Option to set up exhibition space w/ banner on race day	✓	✓	✓	✓	✓

SPONSOR BENEFIT

SPONSORSHIP OPPORTUNITIES + COMMITMENT FORM



Pink Up The Pace 5K + Dolly Dash Fun Run

October 22, 2023 • Crestline Field • 49 Vine St, Mountain Brook, AL 35213

1:00 PM - Registration/check-in | 2:00 PM - Race start

Sponsorship Level *Check one. See benefits chart for more details.*

- Presenting Sponsor - \$10,000**
Exclusive level (one sponsor only). Includes option for company spokesperson/business storefront to be featured in pre-event PSAs and interview segment(s) with event media partner, event naming (e.g. Pink Up The Pace presented by Company Name), 8 complimentary race entries, and all benefits included in levels below.
- Platinum Sponsor - \$5,000**
Includes 6 complimentary entries to race; logo prominently featured on event website, all sponsor signage, event t-shirt, event promotion emails; option to include promotional items in race bag; option to 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; logo featured on event website, all sponsor signage, event t-shirt, and event promotion emails; option to include promotional items in race bag; and option to 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; company name included on event website, all sponsor signage, event t-shirt, and event promotion emails; option to include promotional items in race bag; and option to 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 included on event website, all sponsor signage, event t-shirt, and event promotion emails; and option to set up exhibition space on event day and display company banner at event (provided by sponsor).

Sponsor Information

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

Sponsor Contact (Full Name): _____

Address: _____ City, State: _____ Zip: _____

Phone: _____ Email: _____

Exhibition space? Yes No Promotional items for race bags? *(Silver level and up)* Yes No

Must be received by BCRFA by October 6.

Payment Information *Check one*

- Check** Checks should be made payable to the BCRFA and mailed to the address below.
- Credit Card** To pay with CC online, visit bcrfa.org/donate and complete form (include "Pink Up the Pace sponsorship" in the Notes section). To pay with CC over the phone, call 205.996.5463.

Authorized Sponsor Signature: _____ Date: _____

FORM SUBMISSION

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

Email: wright@bcrfa.org

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

QUESTIONS?

Please contact **Wright Rouse** at wright@bcrfa.org or 205-996-5463.