

*13th Annual*

# Heart of Gold

## 5K Run for the Children

Saturday, September 16 | Galatyn Plaza, Richardson, Texas  
Benefiting Heroes for Children & Wipe Out Kids' Cancer





# HOW YOUR SUPPORT HELPS

In honor of Childhood Cancer Awareness Month Heroes for Children and Wipe Out Kids' Cancer are partnering to host the Heart of Gold 5K Run for the Children. We believe joining forces in our work to end childhood cancer will generate an even greater impact in our efforts to achieve our joint missions. Over the last five years, we have served 33 percent of the same families. Together we will celebrate the work we have done, honor those we have lost, and bring more awareness to this important cause.

The assistance Heroes for Children provides directly to families helps relieve some of the strain and stress during this difficult time in their lives. Whether it is to pay a medical bill, buy gas for the frequent trips to the hospital, or keep a family from having their electricity turned off, Heroes for Children is committed to helping families.

Wipe Out Kids' Cancer is dedicated to raising awareness and funding for pediatric cancer research on a national level. Children are fighting valiantly every day to survive cancer and their only hope of a cure is through more research. WOKC provides critical funding to key research initiatives on a national basis.

With your sponsorship support, Heroes for Children & Wipe Out Kids' Cancer can ensure that no family with a child battling cancer will fight alone and will help with finding a cure for this terrible disease.



# SATURDAY, SEPTEMBER 16

## GALATYN PLAZA, RICHARDSON, TEXAS

### 7:30 A.M. OPENING CEREMONIES

The Heart of Gold 5K Run for the Children brings the community together for a family- friendly event celebrating the hearts of children fighting cancer. The gold heart represents the heart of each of our supporters who participate and raise funds, and those who surround our families with love and support.

Activities will feature a 1 mile Fun Run prior to the 5K, live DJ and kids "Adventure Zone" with and Obstacle Warrior Kids Course, games, activities, and a special area to honor and remember children who have been affected by cancer. The event also includes prizes, awards, giveaways and food. The Heart of Gold 5K Run for the Children is open to race participants of all ages so make plans to join us and go gold for childhood cancer!

#### Early Bird Registration by September 14

Adults: \$30

Children 12 and younger: \$15

#### Race Day Registration

Adults: \$40

Children 12 and younger: \$25

#### Virtual Hero Registration

\$30 (includes t-shirt)

*All Registrations include t-shirt and timing.  
Sponsorship opportunities available upon request.*



For sponsorship information, please contact Diane Busbee [dbusbee@wokc.org](mailto:dbusbee@wokc.org) | 214-987-4662  
or Christina Richardson [crichardson@heroesforchildren.org](mailto:crichardson@heroesforchildren.org) | 214.256.5824 x6

**REGISTER TODAY!** [runforthechildren.org](http://runforthechildren.org)



# SPONSORSHIP OPPORTUNITIES

Register today! [www.runforthechildren.org](http://www.runforthechildren.org)

## HEART OF GOLD PRESENTING SPONSOR - \$20,000 (ONLY 1 AVAILABLE) - SOLD

- Company name or logo prominently displayed as Presenting Sponsor on all printed materials, including 2,000+ t-shirts, event brochures and posters, press materials and in all social media
- Recognition from stage by MC as the Presenting Sponsor Brief presentation by Company Spokesperson to open the program.
- Up to two promotional tables at event - be sure to bring up to 1,200 items to hand out with your logo
- Company banner displayed at start/finish line (company to provide banners)
- Industry exclusivity within event if desired
- 30 complimentary race entries
- Recognition as a Presenting Sponsor on the Run for the Children Heart of Gold 5K registration page

## BALLOON RELEASE SPONSOR - \$10,000 (ONLY 1 AVAILABLE) - SOLD

- Company name or logo prominently displayed Balloon Release Sponsor on all printed materials, including 2,000+ t-shirts, event brochures and posters, press materials and in all social media
- Recognition from stage by MC as the Balloon Release Sponsor
- Opportunity to have Representative on Stage during the Balloon Release
- 20 complimentary race entries
- Up to two promotional tables at event - be sure to bring up to 1,200 items to hand out with your logo
- Company banner displayed at start/finish line (company to provide banners)
- Recognition as Balloon Release Sponsor on the Run for the Children Heart of Gold 5K registration page

## CHILDREN'S ADVENTURE ZONE SPONSOR - \$8,000 (ONLY 1 AVAILABLE) - SOLD

- Company logo displayed on Adventure Zone event signage
- Company name or logo displayed on all printed materials, including 2,000+ t-shirts, event brochures and posters, press materials and in all social media
- Recognition from stage by MC as Adventure Zone Sponsor
- One promotional table in the Children's Adventure Zone - be sure to bring up to 1,200 items to hand out with your logo
- Company banner displayed at start/finish line (company to provide banners)
- 15 complimentary race entries
- Recognition as Adventure Zone Sponsor on the Run for the Children Heart of Gold 5K registration page

## T-SHIRT SPONSOR - \$7,500 (ONLY 1 AVAILABLE)

- Company name or logo on sleeve of 2,000+ race day shirts
- Company name or logo displayed in press materials and in all social media
- Recognition from stage by MC as T-Shirt Sponsor
- 12 complimentary race entries
- One promotional table at event - be sure to bring up to 1,200 items to hand out with your logo
- Company banner displayed at start/finish line (company to provide banners)
- Recognition as a T-shirt sponsor on the Run for the Children Heart of Gold 5K registration page



# SPONSORSHIP OPPORTUNITIES

Register today! [www.runforthechildren.org](http://www.runforthechildren.org)

## HEART OF GOLD SURVIVOR & MEMORIAL TENT SPONSOR - \$5,000 (ONLY 1 AVAILABLE)

- Your donation will sponsor a designated area to celebrate survivors as well as remember and honor those who have lost their battle with cancer
- Company name or logo displayed on all printed materials, including 2,000+ t-shirts, press materials and in all social media
- Recognition from stage by MC as Heart of Gold Survivor & Memorial tent Sponsor
- 10 complimentary race entries
- One promotional table at event - be sure to bring up to 1,200 items to hand out with your logo
- Company banner displayed at start/finish line (company to provide banners)
- Recognition as the Survivor & Memorial tent sponsor on the Run for the Children Heart of Gold 5K registration page

## PACE CAR SPONSOR - \$3,500 (ONLY 1 AVAILABLE) SOLD

- Company's official pace car for race day
- Company car to display at the start/finish line
- Company banner displayed at start/finish line (company to provide banners)
- Recognition from stage by MC as Pace Car Sponsor
- Company name or logo displayed on all printed materials, including 2,000+ t-shirts, event brochures and posters
- One promotional table at event - be sure to bring up to 1,200 items to hand out with your logo
- 8 complimentary race entries
- Recognition as Pace Car sponsor on the Run for the Children Heart of Gold 5K registration page

## AWARD SPONSOR - \$2,500 (ONLY 1 AVAILABLE) - SOLD

- Company logo on medals given to top three winners in each age category
- Company name or logo displayed on all printed materials, including 2,000+ t-shirts, event brochures and posters, press materials and in all social media
- Recognition from stage by MC as Award Sponsor
- 5 complimentary race entries
- One promotional table at event - be sure to bring up to 1,200 items to hand out with your logo
- Company banner displayed at start/finish line (company to provide banners)
- Recognition as a sponsor on the Run for the Children Heart of Gold 5K registration page

## FINISH LINE WATER STATION SPONSOR - \$1,500 - SOLD

- Official sponsor of the finish line water station – visited by 2,000 plus participants
- Sponsor banner at water station (provided by sponsor)
- You will need 10- 15 volunteers to man the station. You are encouraged to bring items to decorate your station
- Company name or logo displayed on 2,000+ t-shirts
- Recognition as a sponsor on the Run for the Children Heart of Gold 5K registration page

## ON-COURSE WATER STATION SPONSOR - \$1,000 (ONLY 2 AVAILABLE)

- Sponsor banner at water station (provided by sponsor)
- You will need 6 – 10 volunteers to man the station. You are encouraged to bring items to decorate your station
- Company name or logo displayed on 2,000+ t-shirts
- Recognition as a sponsor on the Run for the Children Heart of Gold 5K registration page



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## **MEDICAL TENT SPONSOR \$1,000 (ONLY 1 AVAILABLE)**

- Signage at medical tent
- Opportunity to distribute promotional items to participants
- Representatives on sight to provide first aid supplies and staffing
- Recognition as a sponsor on the Run for the Children Heart of Gold 5K registration page
- Company name or logo displayed on 2,000+ t-shirts

## **EXHIBITOR BOOTH SPONSOR \$1,000**

- Opportunity to interact with participants and volunteers and offer your product or service
- Recognition as a sponsor on the Run for the Children Heart of Gold 5K registration page
- Company name or logo displayed on 2,000+ t-shirts