

ROAR *Through* YBOR



2023 Sponsorship Packet



The 2023 Roar Through Ybor is an Annual 5K Race, 1-Mile Fun Run, and Run-From-Home (or don't) Zero-K event that supports organ, eye, and tissue recovery to benefit individuals in need of lifesaving and life-transforming transplantation therapy through two nonprofit organizations: **LifeLink Legacy Fund® and Lions Eye Institute Foundation***.

WHEN:

Friday, March, 31, 2023 at 6PM

WHERE:

**Centennial Park, Ybor City –
1800 East 8th Avenue, Tampa,
FL 33605**

Dara, a Tampa resident, is the three-time recipient of lung and kidney transplants.

Her kidney transplant was made possible because of a living donor.

Today, thanks to the selfless generosity of Dara's three organ donors, she enjoys good health and thriving career as a Certified Public Accountant.

About having received the Gift of Life, Dara says, "My donors gave me my life and I am going to live it for them... and for me."

*Please Note: Sponsorship funds will be directed fully to soliciting organization, unless otherwise agreed upon by respective sponsor.

LifeLink Legacy Fund®





Sponsorship Benefits and Audience Data

All Sponsors Will:

- Increase brand visibility
- Reach a large audience
- Demonstrate commitment to social responsibility
- Receive logo recognition on race website
- Receive recognition during race day announcements and a social media package
- Form a race team of employees, friends, and family



Audience Data (2019)

- 1,583 Participants
 - 5-K Race: 1,355
 - 1-Mile Fun Run: 198
 - Zero-K (Virtual): 30
- Gender Identification:
 - 63% Female
 - 37% Male
- Age Demographics
 - < 10 (2.2%)
 - 10-19 (8.1%)
 - 20-29 (14.2%)
 - 30-39 (23.4%)
 - 40-49 (25.1%)
 - 50-59 (17.7%)
 - 60-69 (8%)
 - >70 (1.6%)

Calvin Jones received a cornea transplant through Lions Eye Institute's Gratis Ocular Tissue Program.

Calvin had a traumatic corneal injury when he was just 21 years old.

Now, Calvin has a chance for improved sight and a renewed outlook on life.





Social Media Packages



Jonny received an ACL replacement, thanks to the generosity of a tissue donor.

When recalling his transplant experience Jonny says, "My donor changed my life forever."

Without their precious gift, I wouldn't have been able to build a life for my daughter and myself."

Platinum Package

With this level social media package, sponsors are guaranteed a minimum of four Facebook posts with mentions, four Instagram posts, four Twitter posts, and four LinkedIn posts. These posts will highlight your sponsorship only and will not be combined with other sponsor posts.

Our team will also partner with your internal marketing team to collaborate on customized content to fit brand guidelines and existing social media efforts.

Gold Package

With this level social media package, sponsors are guaranteed a minimum of three Facebook posts with mentions, three Instagram posts, three Twitter posts, and three LinkedIn posts. These posts will highlight your sponsorship only and will not be combined with other sponsor posts.

Silver Package

With this level social media package, sponsors are guaranteed a minimum of two Facebook posts with mentions, two Instagram posts, two Twitter posts, and two LinkedIn posts. These posts will highlight your sponsorship only and will not be combined with other sponsor posts.

Bronze Package

With this level social media package, sponsors are guaranteed a minimum of one Facebook post with mention, one Instagram post, one Twitter post, and one LinkedIn post. These posts will highlight your sponsorship only and will not be combined with other sponsor posts.



Sponsorship Opportunities

Shirt Sponsor (Exclusive!) - \$10,000

Exclusive logo recognition on back of race participant shirts!

Recognition Benefits:

- Organization logo displayed on participant shirts
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Platinum Social Media Package

Participant Benefits:

- 15 complimentary race entries
- 15 official race shirts
- 15 finisher medals
- 15 runner’s bibs

Mission Benefits:

- Sponsorship to support LifeLink Legacy Fund



Sponsorship Opportunities (Continued)

Swag Bag Sponsor (Exclusive!) - \$10,000

Exclusive logo recognition on drawstring swag bags provided to all race participants at check-in!

Recognition Benefits:

- Organization logo displayed on drawstring swag bags for all event participants as well as on virtual swag bag, which will be emailed to all participants
- Opportunity to provide promotional item for inclusion in swag bags provided to all race participants at check-in.
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Platinum Social Media Package

Participant Benefits

- 15 complimentary race entries
- 15 official race shirts
- 15 finisher medals
- 15 runner’s bibs

Mission Benefits:

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Sponsorship Opportunities (Continued)

Bib Sponsor (Exclusive!) - \$7,500

Exclusive logo recognition on 5K and 1 Mile Fun Run bibs provided to all race participants!

Recognition Benefits:

- Organization logo displayed on all race participants bibs
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Gold Social Media Package

Participant Benefits:

- 10 complimentary race entries
- 10 official race shirts
- 10 finisher medals
- 10 runner’s bibs

Mission Benefits:

- Sponsorship to support LifeLink Legacy Fund



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Sponsorship Opportunities (Continued)

Check-In Sponsor (Exclusive!) - \$7,500

Increase your marketing impressions with this exclusive Check-In Sponsor opportunity!

Recognition Benefits:

- Organization logo displayed prominently at pre-race packet pick up and race day registration
- Opportunity to send a custom video message to race participants prior to event
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Gold Social Media Package

Participant Benefits

- 10 complimentary race entries
- 10 official race shirts
- 10 finisher medals
- 10 runner’s bibs

Mission Benefits:

- Sponsorship to support LifeLink Legacy Fund



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Sponsorship Opportunities (Continued)

Photography Sponsor (Exclusive) - \$5,000

Everyone wants to commemorate and celebrate their experience with a photo!

Recognition Benefits:

- Your logo will be featured on the bottom of every official race photo posted on our website and social media pages
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Gold Social Media Package

Participant Benefits:

- 8 complimentary race entries
- 8 official race shirts
- 8 finisher medals
- 8 runner’s bibs

Mission Benefits

- Sponsorship to support LifeLink Legacy Fund



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Sponsorship Opportunities (Continued)

Parking Sponsor (Exclusive) - \$5,000

Increase your presence at event by reaching attendees from moment they arrive to Centennial Park!

Recognition Benefits:

- Prominent logo recognition at designated parking areas and on prepaid parking passes
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to send a custom video message to race participants prior to event.
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Gold Social Media Package

Participant Benefits:

- 8 complimentary race entries
- 8 complimentary parking passes for parking conveniently close to main event staging area
- 8 official race shirts
- 8 finisher medals
- 8 runner’s bibs

Mission Benefits:

- Sponsorship to support LifeLink Legacy Fund



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Sponsorship Opportunities (Continued)

Hydration Station Sponsor - \$3,500

Increase your event presence with inclusion of organization logo at the Hydration Station

Recognition Benefits:

- Your logo will be included on signage in front of our water bottle (Hydration) station
- Inclusion in “Participant Facts” email sent to race participants prior to event
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on all marketing materials, including sponsor signage, before and during event
- Silver Social Media Package

Participant Benefits:

- Six complimentary race entries
- Six official race shirts
- Six finisher medals
- Six runner’s bibs

Mission Benefits:

- Sponsorship to support LifeLink Legacy Fund

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Sponsorship Opportunities (Continued)

Snack-to-Go Sponsor - \$2,500

Your company logo will be included on signage for the Snack-to-Go Station

Recognition Benefits:

- Company logo will be displayed on signage in front of the Snack-to-Go Station where they can get a granola bar or similarly portable snack option to eat on the way home
- Opportunity to highlight your company's services in a flyer and/or provide promotional items to be passed out at the event from your organization's vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Logo recognition on sponsor signage
- Silver Social Media Package

Participant Benefits:

- Four complimentary race entries
- Four official race shirts
- Four finisher medals
- Four runner's bibs

Mission Benefits:

- Sponsorship to support Lions Eye Institute Foundation and/or LifeLink Legacy Fund

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Sponsorship Opportunities (Continued)

Route Sponsor - \$1,000

Be the “WOW” factor along race route that encourages runners to keep going!

Recognition Benefits:

- Organization logo on signage placed along race route
- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag
- Name recognition on sponsor signage
- Bronze Social Media Package

Participant Benefits:

- Two complimentary race entries
- Two official race shirts
- Two finisher medals
- Two runner’s bibs

Mission Benefits:

- Sponsorship to benefit Lions Eye Institute Foundation and/or LifeLink Legacy Fund

Vendor Booth - \$750 (Not Tax-Deductible)

Provide a long-lasting impression on event attendees and provide fun giveaways!

Recognition Benefits:

- Opportunity to highlight your company’s services in a flyer and/or provide promotional items to be passed out at the event from your organization’s vendor booth AND/OR provide virtual flyers to be sent to all race registrants in a virtual swag bag

Mission Benefits:

- Sponsorship to support Lions Eye Institute Foundation and/or LifeLink Legacy Fund

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Securing Your Sponsorship

Registration Methods to Secure Your Sponsor Level:

- Register as a **CORPORATE TEAM** online at runsignup.com/roarthroughybor
- Register as a **SPONSOR** online at runsignup.com/roarthroughybor

- **To become a SPONSOR BY MAIL:**

Send checks made payable to:
Lions Eye Institute Foundation
C/O Meg Carlone
1410 North 21st Street
Tampa, FL 33605

*Please include completed copy of Participation Form.

- To ensure your company is included in printed event materials, please email a completed participation form and your organization's high-resolution logo no later than Friday, February 17, 2023 to MCarlone@LionsEyeInstitute.org. JPG or PNG format is preferred for organization logo.

