

RUN
WALK
+ROLL

BiACK 5K/1M 2024



SPONSORSHIP

Saturday, September 7, 2024
Coldstream Park, Lexington, KY



ABOUT US

The Brain Injury Alliance of Central Kentucky (BiACK) was formed in 2023 out of a desire to serve those affected by brain injuries in the Central Kentucky area through outreach and advocacy. Our vision is rooted in service and moving forward with intention through outreach and advocacy.

501c3
EIN #92-3512533

[WWW.BIACK.ORG](http://www.biack.org)

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THE EVENT

We are dedicated to building a stronger, more united community where everyone can feel welcome and supported. Our annual 5K/1M Run Walk Roll is a fun, inclusive event that brings people of all ages and abilities together. Whether you run, walk, or roll any distance, you'll have a great time while supporting a great cause. BiACK is committed to creating lasting change in our community, and our projects reflect that mission.

WHY SPONSOR

Sponsorship of BiACK enables us to provide essential support and resources to those who are affected by brain injuries and their caregivers. Your sponsorship will make a significant impact in the lives of those we serve. With your help, we can continue to provide education, advocacy, and support to those who are navigating the complexities of brain injuries.

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HIGHLIGHTS FROM 2023

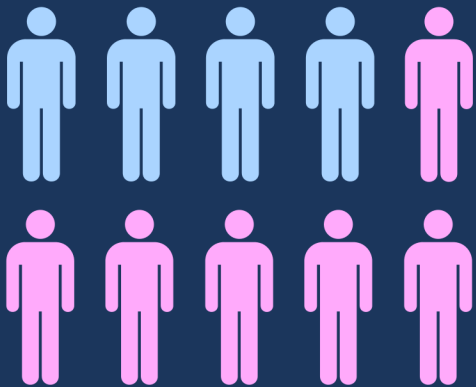


40%

Male Attendance

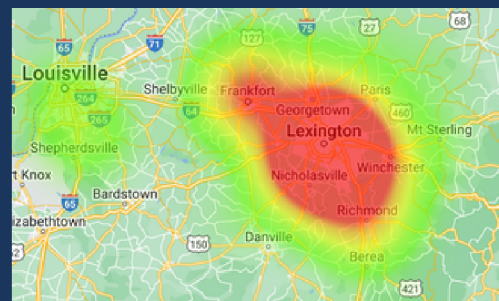
60%

Female Attendance



\$10,000

Raised



300+

In Attendance

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2024 SPONSORSHIP LEVELS

Sponsor Registration:
biack.org/rwr

	Presenting \$3,000	Roll \$1,000	Run \$500	Walk \$250	Distance Marker \$100	In-Kind
Speaking opportunity at event & provide guests with branded take away items	●					
Name on BiACK website	●	●				
Logo on event poster	●	●				
Exhibit space at event	Premium Location	Exhibit Location	Exhibit Location	Exhibit Location		
Complimentary registration for a company team	8 individuals	6 individuals	4 individuals	2 individuals		
Posts on social media & eBlast	8	4	2	2		
Supports attendance for TBI survivors	10	8	6	4		
Recognition on participant T-shirt	Prominent logo placement	Secondary logo placement	Logo placement	Name Placement		Name Placement
Recognition on event day signage	Logo	Logo	Logo	Name	Logo on (1) Distance Marker	Name
Recognition on event website	Logo	Logo	Logo	Name	Name	Nme



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biack.org/rwr

Ethan Mills/Director

emills@biack.org

(859) 948.9641