

WELLNESS IN ACTION

FESTIVAL

Zippering Our Way Into a Healthier You

Sponsorship Packages

The Wellness In Action Festival, held on April 4-5, will be an annual event dedicated to educating, engaging, and empowering the 29203 community with knowledge, resources, and support for a healthier life. This exciting event will feature a Student Health Ambassador Experience, a 5K Walk/Run/Roll, and more, bringing together students and community members to take action for better health. Proceeds will benefit health initiatives at Columbia College and in the 29203 community, which has been heavily impacted by preventable health disparities such as high diabetes and amputation rates. We invite you to become a sponsor and help us inspire our community to prioritize health and wellness for a brighter, healthier future through a tax-deductible contribution.

	Title Sponsor \$10,000 (Exclusive)	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,500	Bronze Sponsor \$1,000	Student Donations (\$200 or more)
Complimentary Race Entries	15	10	5	3	2	
Logo Placement	X	X	X	X	X	X
Social Media Recognition	X	X	X	X	X	X
Promotional Booth	X	X	X	X		
Media Exposure	X	X	X	X		
Post-Race Recognition	X	X				
Speaking Opportunity	X					
Naming Rights	X					

The deadline for sponsor recognition on printed materials is March 21, 2025.

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TITLE SPONSOR

\$10,000

- Naming Rights: The event will be presented as "SC Wellness In Action Festival presented by [Sponsor Name]."
- Logo Placement:
 - Largest logo on all promotional materials including, banners, flyers, and digital marketing.
 - Featured prominently on the race start/finish line and event website.
- Media Exposure: Recognition in press releases and email campaigns.
- Speaking Opportunity: Sponsor representatives can give a short address at the opening ceremony.
- Complimentary Race Entries: 15 race entries.
- Promotional Booth: Premium booth space at the event.
- Social Media Recognition: Special recognition on our social media platforms.
- Post-Race Recognition: Framed certificate of appreciation and recognition in post-event newsletter.

PLATINUM SPONSOR

\$5,000

- Logo Placement:
 - Large logo on race banners, and event website.
 - Signage at water stations or mile markers.
- Media Exposure: Recognition in press releases and email campaigns.
- Complimentary Race Entries: 10 race entries.
- Promotional Booth: Booth space at the event.
- Social Media Recognition: Recognition in event posts on our social media platforms.
- Post-Race Recognition: Certificate of appreciation and mention in post-event materials.

GOLD SPONSOR

\$2,500

- Logo Placement:
 - Medium-sized logo on race event banners.
 - Logo on event website.
- Media Exposure: Recognition in email campaigns.
- Complimentary Race Entries: 5 race entries.
- Promotional Booth: Booth space at the event.
- Social Media Recognition: Recognition in all event-related posts on our social media platforms.

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SILVER SPONSOR

\$1,500

- Logo Placement:
 - Small logo on race event banners.
 - Logo on event website.
- Media Exposure: Recognition in event-related email campaigns.
- Complimentary Race Entries: 3 race entries.
- Promotional Booth: Booth space at the event.
- Social Media Recognition: Recognition in all event-related posts on our social media platforms.

BRONZE SPONSOR

\$1,000

- Logo Placement:
 - Logo on event website.
- Complimentary Race Entries: 2 race entries.
- Social Media Recognition: Recognition in two event-related post on our social media platforms.

STUDENT DONATIONS

\$200

- Recognition:
 - Logo or name on event website.
 - Name listed on race T-shirts.
- Complimentary Race Entries: 1 race entry.
- Social Media Recognition: Recognition on one event-related post on our social media platforms.

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SPONSORSHIP LEVEL

Title Sponsor (\$10,000)

Silver Sponsor (\$1,500)

Platinum Sponsor (\$5,000)

Bronze Sponsor (\$1,000)

Gold Sponsor (\$2,500)

Student Sponsor (\$200)

CONTACT INFORMATION

Contact Name:

Business:

Address/PO Box:

City, State, Zip Code:

Phone Number:

Email:

PAYMENT

Checks may be made payable to Columbia College with "SC Wellness In Action Festival" noted. Please mail your registration form to Columbia College, Att: Office of Advancement, 1301 Columbia College Drive, Columbia, SC 29203.

Total Amount Enclosed :

Artwork Deadline: March 21, 2025