

# 2021 EVENT SPONSORSHIP

## 140 OVER 90 RUN

A FUNDRAISER FOR THE  
PREECLAMPSIA FOUNDATION

**Contact:**

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[www.140over90run.com](http://www.140over90run.com)



140 over 90 Run



140over90run



# Who We Are



We cordially invite you to participate as a Sponsor of the 1st annual  
**140 over 90 Virtual Event.**

This event will benefit the Preeclampsia Foundation ([www.preeclampsia.org](http://www.preeclampsia.org)) whose mission is to improve the outcomes of hypertensive disorders of pregnancy by educating, supporting and engaging the community, improving healthcare practices, and finding a cure.

Funds received from sponsorships will help towards our fundraising goal to provide a research grant (Vision Grant) for ground-breaking research and fund the Cuff Project, to help provide access to life saving blood pressure cuffs to pregnant and recently post-partum women who do not have access to one due to socio-economic hardships.

There are various levels of sponsorship for the 140 over 90 Run.

Size and placement of logos on t-shirts, social media, website and more, are based on sponsorship level.



*See last page of packet for details on the WHY and HOW this event started.*

# SPONSOR LEVELS

Please note that if you would like to donate items in-kind, for the swag bags, or have another idea-- we would love to hear it! We are creating a celebration 5k to celebrate all of the survivors and to honor the moms and babies who were taken too soon by preeclampsia/HELLP syndrome.



## **GOLDEN HEART LEVEL- \$5,000 (ONLY ONE AVAILABLE)**

- Company name or logo on all Zoom events, Kick-Off Party and more
- Company name or logo (one color) placed at the top of race day t-shirts
- Listed as top sponsor on event's web page with logo and link
- Prominent recognition on all race advertisements including print media, social media, and radio
- Company virtual display "table" at one of the quarterly learning events
- Insert of literature and/or item in Swag Bag (to be provided by June 1, 2021)
- 2 complimentary virtual 5k race entries or 1 complimentary year-round challenge
- First right of refusal to secure for 2022 event as top sponsor



## **SILVER HEART LEVEL- \$2,500 (ONLY 4 AVAILABLE)**

- Logo (one color) on back of race day t-shirts - prominent under Title Sponsor
- Recognition on all race advertisements including posters, flyers, event's web page, and social media shout outs
- Insert of literature and/or item in Swag Bag (due by June 1, 2021)
- 1 complimentary 5k Virtual race entries



## **BRONZE HEART LEVEL- \$1,000 (ONLY 10 AVAILABLE)**

- Logo (one color) on back of race day t-shirts
- Recognition on event's web page and social media shout out
- Insert of literature and/or item in Swag Bag (due by June 1, 2021)

# SPONSOR LEVELS



## **RED HEART LEVEL- \$500 (10 AVAILABLE)**

- Logo (one color) on back of race day t-shirts
- Recognition on event's web page, social media etc
- Insert of literature and/or item in Swag Bag (due by June 1, 2021)



## **HOPE LEVEL- \$250**

- Name on back of race day t-shirts
- Facebook shout out with link
- Website Recognition with link



## **SWAG BAG LOVE- \$100**

- Swag Bag Give-Away Items (approx 200 items provided by sponsor by June 1, 2021) + social media recognition



## **IN-KIND FOR 2022 (WHEN WE CAN HOLD IN-PERSON)**

All in-kind donations will be recognized on event website.

Gift Certificates -  
Restaurants/Coffee Shops  
Advertising  
Fitness Club memberships  
Balloon Arch  
Massages at Event

Approved food & drink  
Course Signs  
Awards and/or Medals  
Water/Gatorade  
Anything we haven't thought of!



# Sponsorship Form

## 140 over 90 Run • Walk

Organization Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Website Address \_\_\_\_\_

### Sponsorship level (please check)

\$5,000  
\$2,500  
\$1,000  
\$500  
\$250  
Swag Bag- \$100

**In Kind** (specify what you'd like to provide) \_\_\_\_\_

We plan to send materials / giveaways to be put into Swag Bag: Yes/ NO

Sponsor can choose to have company name or submit logo. Please write your company name exactly how you want it to appear on website, signage, etc.

Company material must be provided by May 15, 2021.

Artwork and logos should be submitted to vtbuker@gmail.com as follows:

- Logos for t-shirts will be printed in one color and should be submitted as a vector file
- Logos for website/sponsor signage should be submitted as jpeg

Participants that receive complimentary race entries as part of their sponsorship can register for the 5K by providing participant information to Victoria Buker at vtbuker@gmail.com by June 10th, 2021.

Checks can be payable to Preeclampsia Foundation and mailed to (Memo: 140 over 90 Run):  
3840 West Eau Gallie Blvd. Suite 104  
Melbourne, FL USA 32934

*If you prefer to make donation online, please let us know!*

Preeclampsia Foundation is a 501(c)(3) charitable organization. Tax ID Number is 91-2073087

# Race Details:

## 5k + Year-Round Challenge



**Date:** **MOVED TO VIRTUAL**

**5k:** any day, any time in 2021 or join us on June 19th wherever you run

**Year-Round Challenge:** Spirit Week kicks off January 11-15th with a FUN, VIRTUAL 5k Event on June 19, 2021 included in your registration

### Registration for Virtual 5k:

Adults: \$35

Survivors: save \$10 when you self-declare

please register by June 1st so we can ensure your medal and shirt

**Online Registration for all events via [www.140over90run.com](http://www.140over90run.com)**

### Registration for Year-Round Challenge:

Adults: \$75

Survivors: save \$10 when you self-declare

please register by June 1st so we can ensure your medal, shirt and other swag

**Course/Timing:** You pick the date. You pick your route. You have your FUN!

**Prizes:** We will have prizes throughout the event for contests, accomplishment badges to earn etc (for both the virtual 5k and year-round challenge).

All pre-registered registrants will receive a 5K shirt & race medal. Please specify adult t-shirt size when registering.

No exchanges will be available.



# About the Founder

Pain into Passion:  
*Training to Run 140 Miles in 90 Hours*

Did you know that preeclampsia is a hypertensive disorder that occurs during pregnancy and for up to 6 weeks postpartum. And it is the #1 cause of maternal and infant illness and death.

One survivor decided to run 140 miles in 90 hours to raise funds for the Preeclampsia Foundation so that no other mother or baby has to be a part of that statistic.

Victoria Buker, founder of the 140 over 90 Run and severe postpartum preeclampsia and partial HELLP survivor (plus had an infection that was trending septic), realized she wanted to do something to raise funds for the Preeclampsia Foundation. Being an RRCA Certified Run Coach and group fitness instructor and having the knowledge that preeclampsia survivors are 3-4x more likely to have a cardiac disease in their lifetime, she wanted to do something active, "fun", and quirky-- like her.

*Just like that, the 140 over 90 Run was born.*

Over the course of the next year, Victoria will be logging lots of miles to make sure that she can complete the task at hand with every mile having more and more purpose behind it.

We invite all sponsors to celebrate this event, the research we are raising funds for and access to blood pressure cuffs.

*In Health,*  
Victoria T, Buker MBA

