

2021 EVENT SPONSORSHIP

140 OVER 90 RUN

A FUNDRAISER FOR THE
PREECLAMPSIA FOUNDATION

Contact:

Victoria T. Buker

vtbuker@gmail.com

cell: 912-414-0434

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 Run • Walk.

This event will benefit the Preeclampsia Foundation (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 to help provide necessary funds to help women of color receive the necessary education, resources, and access to life saving blood pressure cuffs to help the racial disparity in healthcare and the maternal mortality rate.

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

Size and placement of logos on t-shirts, swag bags, website and print materials 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 road signs leading up to and throughout the race
- 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 display table for banners and merchandise at event (provided by sponsor)
- Insert of literature and/or item in Swag Bag (to be provided two weeks before event)
- 10 complimentary race entries
- 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
- Banner or merchandise prominently displayed at race (provided by 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
- 5 complimentary race entries



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

- Logo (one color) on back of race day t-shirts
- Banner or merchandise prominently displayed at race (provided by sponsor)
- Recognition on event's web page and social media shoutout
- Insert of literature and/or item in Swag Bag
- 2 complimentary race entries

SPONSOR LEVELS



RED HEART LEVEL- \$500 (10 AVAILABLE)

- Logo (one color) on back of race day t-shirts
- Recognition on event's web page
- Insert of literature and/or item in Swag Bag
- 2 complimentary race entries



HOPE LEVEL- \$250

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



SWAG BAG LOVE- \$100

- Swag Bag Give-Away Items (approx 200 items)



IN-KIND

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



Date: Saturday, June 19, 2021

Location: Wickham Park, Melbourne Florida

Time: 5K timed run/walk commences at 7:00am

Packet pick-up: Friday, June 18th: 10am–5pm @ The Running Zone
Saturday, June 19th: 6–6:30am @ Race Morning

Registration: Adults: \$40 (before March 1st)
\$45 (March– Race Day)
shirt and medal guaranteed if registered by June 1st

Survivors: \$30 (up until race day)
\$35 (race day)
please register by June 1st so we can ensure your special survivor Swag Bag

Kids Race: \$10
please register by June 1st so we can ensure kids shirt

Online Registration via www.140over90run.com

Course/Timing: This is an official, measured 5K course and timing is provided by The Running Zone with mile splits will be posted at mile 1, 2, and the finish line. Water will be provided on the course. Course map will be posted on registration site.

Parking: Parking is available on site.

Prizes: Awards will be given for the top adult 3 male and female and top overall finishers. There will also be awards for Top Fundraisers, Advocacy Award, and the Heart of the Run Award.

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

No exchanges will be available on race day.

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. Alongside another preeclampsia survivor and one of her best friends, Tina, she will complete the 140 miles in June 2021 in Melbourne, Florida (home of the Preeclampsia Foundation).

We invite all sponsors to come out to the 5k on June 19, 2021 to celebrate the last 3.1 miles. Not a local sponsor, no worries- virtual race options also available.

In Health,
Victoria T, Buker MBA

