



## SPONSORSHIP PACKET

The proceeds from the 2021 MOO-VE IT 5K will benefit the Jacksonville Arts & Music School (JAMS). JAMS is a creative youth development organization that provides arts education and leadership development to students grades 3-10 from underserved communities in Jacksonville. JAMS promotes the healthy development of creative freedom, self-confidence and self-improvement through the exploration of music, film, robotics, visual and performing arts.

Unique sponsorship opportunities are available to local businesses, as detailed in this packet. For additional sponsorship information, please contact Jacques Klempf at [jklempf@bamjax.com](mailto:jklempf@bamjax.com). If you'd like to become a sponsor of the MOO-VE IT 5K, please write your check out to BAM Investment Group and mail it to 6440 Southpoint Parkway, Suite 190, Jacksonville, Florida 32216.



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# SPONSORSHIP BENEFITS

Since the first annual MOO-VE IT 5K in 2017, the race has continued to attract more and more Jacksonville community members. For the last two consecutive years, the MOO-VE IT 5K has donated more than \$10,000 to the non-profit organization benefitting from the race. The 2021 MOO-VE IT, which will maintain stringent social distancing guidelines due to COVID-19, is expected to grow even larger as Cowford partners with JAMS again this year.

## MOO-VE IT 5K BLOCK PARTY & VIP ROOFTOP BRUNCH

Following the MOO-VE IT 5K, Cowford will hold a block party on Bay and Ocean streets, which will include music, drinks, and food for race participants. Our silver and gold sponsors will have the opportunity to participate in our block party and will be provided a reserved space and a promotional table.

In addition to reserved space at the MOO-VE IT 5K block party, silver and gold sponsors will receive tickets to our exclusive post-race VIP rooftop brunch that includes breakfast items and drinks.

## MOO-VE IT 5K 2020 STATS

Race registrants: **350**

Funds raised: **\$18,245**

Website hits: **835**

Social media impressions: **44,931**



## 2021 SPONSORSHIP LEVELS

	GENERAL \$200	BRONZE \$600	SILVER \$1,000	GOLD \$2,000
Name/logo listed on the back of the race T-shirt*	✓	✓	✓	✓
Name/logo listed on the website	✓	✓	✓	✓
Name/logo listed on race promotional materials and check presenters at the Cowford Chophouse*		✓	✓	✓
Name/logo listed in any race packet printed materials and press releases**		✓	✓	✓
Two social media shout-outs with name/logo				✓
Promotional table at the race			✓	✓
4 tickets to VIP rooftop post-race brunch			✓	
8 tickets to VIP rooftop post-race brunch				✓

\*Subject to printing deadlines

\*\*Sponsorship will be recognized on future releases leading up to the race, effective from the date of sponsorship



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