

Please Join Us as a Sponsor of

# Team Kennedy Krieger at the 2024 Baltimore Running Festival

Saturday, October 19, 2024

Baltimore's Inner Harbor



Please call **443-923-7300** or visit [KennedyKrieger.org/BaltimoreMarathon](https://KennedyKrieger.org/BaltimoreMarathon) for more information on becoming a sponsor.



## EVENT OVERVIEW

Sponsoring Team Kennedy Krieger at the Baltimore Running Festival provides your organization with the perfect opportunity for connecting with families in the Baltimore metropolitan area. The Baltimore Running Festival features a 5K race, a 10K race, and full and half marathons. As Kennedy Krieger Institute's charity team, Team Kennedy Krieger uses the event as an opportunity to raise critically needed funds for its rehabilitation programs, in which intensive, innovative therapies help individuals with disorders and injuries of the brain and spinal cord gain or regain movement.

**Join us as we celebrate 13 years of fun and comradery and continue to raise awareness and funds to bring "Hope Through Motion" to patients at Kennedy Krieger.**

Team Kennedy Krieger has made a tremendous impact, raising funds and awareness for the amazing patients and families we serve every day. Over the last 12 years, we have raised more than \$1 million! Funds raised support the training needs of patients with disabilities who participate in the event, as well as scholarships to the Institute's Wellness Center, new therapy equipment, patient participation in marathons across the country, and adaptive and recreational sports and activities, such as wheelchair lacrosse and adaptive surfing. The team also donates funds back to Kennedy Krieger.

This year's event will have options to participate in person or virtually. Each participant will receive a Team Kennedy Krieger athletic performance shirt, a goody bag, race-day breakfast and post-race snacks (in-person participants only), and much more! Those unable to attend the event in person may register as virtual racers and complete the distance they've registered for on their own, or they may participate as supporters, with no racing commitment.

With the help of Team Kennedy Krieger, the Institute aims to increase the number of its patients participating in the Baltimore Running Festival each year and open the door to improved physical fitness for those with disabilities.

## ORGANIZATIONAL OVERVIEW

**Kennedy Krieger's mission is to transform the lives of children, youth and adults with, and those at risk for, disorders of the developing nervous system, through innovative, equity-based and culturally relevant clinical care, research, education, community partnership, advocacy and training. Diversity, cultural and linguistic competency, and inclusion are foundational in services the Institute provides.**

Since its establishment in 1937, Kennedy Krieger Institute has become an international leader in the delivery of patient care, research, training, special education and community programs. Annually, the Institute serves more than 27,000 patients and students whose diagnoses include autism spectrum disorder, cerebral palsy, Down syndrome, spina bifida, traumatic brain and spinal cord injuries, rare genetic diseases, and a host of other disorders ranging from mild to severe. The broad scope of what Kennedy Krieger does makes it unique. Services and facilities include an inpatient rehabilitation hospital, more than 80 outpatient programs and clinics, telehealth appointments (110,994 appointments in 2023), schools for students with complex disabilities, and myriad community-based programs. Every year, the need for Kennedy Krieger's services continues to grow.





## EXCLUSIVE TITLE SPONSOR: \$10,000

*(\$9,000 is a fully tax-deductible gift to Kennedy Krieger; one sponsorship available)*

### As Exclusive Title Sponsor for Team Kennedy Krieger:

- ▶ Your organization's name will be incorporated into the name of the team (e.g., "Team Kennedy Krieger, Presented by \_\_\_\_\_").
- ▶ Your organization's name and/or logo will be on the sleeve of each runner's Team Kennedy Krieger T-shirt. **(Commitment and logo must be received by September 4, 2024.)**
- ▶ Your organization's name and/or logo will be included on event flyers.
- ▶ Promotional pieces for your organization may be included in participant goody bags.
- ▶ Your organization's name will be mentioned and displayed at the Team Kennedy Krieger Pre-Race Pasta Party the night before the race and in the hospitality tent on race day.
- ▶ Your organization's name and/or logo will be included in all emails sent to participants.
- ▶ Corporate banners (provided by your organization) may be hung at the Team Kennedy Krieger Pre-Race Pasta Party or in the hospitality tent on race day.
- ▶ Your organization's involvement will be announced via social media.
- ▶ Your organization's name and/or logo will be displayed on Team Kennedy Krieger's website, with a link to your website.
- ▶ Your organization will receive 10 complimentary event entries.



## GOLD SPONSOR: \$5,000

*(\$4,400 is a fully tax-deductible gift to Kennedy Krieger)*

### As a Gold Sponsor for Team Kennedy Krieger:

- ▶ Your organization will be recognized as the sponsor of either the Team Kennedy Krieger Pre-Race Pasta Party the night before the race or the refreshments area in the hospitality tent on race day, e.g., "Team Kennedy Krieger Pre-Race Pasta Party, Presented by \_\_\_\_\_" (available to the first two confirmed sponsors).
- ▶ Promotional pieces for your organization may be included in participant goody bags.
- ▶ Your organization's name will be mentioned and displayed at the Team Kennedy Krieger Pre-Race Pasta Party and in the hospitality tent on race day."
- ▶ Your organization's name and/or logo will be included in all emails sent to participants.
- ▶ Corporate banners (provided by your organization) may be hung in the hospitality tent on race day.
- ▶ Your organization's involvement will be announced via social media.
- ▶ Your organization's name and/or logo will be displayed on Team Kennedy Krieger's website, with a link to your website.
- ▶ Your organization will receive six complimentary event entries.



## SILVER SPONSOR: \$2,500

*(\$2,100 is a fully tax-deductible gift to Kennedy Krieger)*

### As a Silver Sponsor for Team Kennedy Krieger:

- ▶ Your organization will be recognized as the sponsor of a refreshment offering (breakfast, lunch or beverages) in the hospitality tent on race day, e.g., "Breakfast, Presented by \_\_\_\_\_" (available to the first three confirmed sponsors).
- ▶ Promotional pieces for your organization may be included in participant goody bags.
- ▶ Your organization's name will be mentioned and displayed at the Team Kennedy Krieger Pre-Race Pasta Party the night before the race and in the hospitality tent on race day.
- ▶ Your organization's involvement will be announced via social media.
- ▶ Your organization's name and/or logo will be displayed on Team Kennedy Krieger's website, with a link to your website.
- ▶ Your organization will receive four complimentary event entries.



## BRONZE SPONSOR: \$1,000

*(\$800 is a fully tax-deductible gift to Kennedy Krieger)*

### As a Bronze Sponsor for Team Kennedy Krieger:

- ▶ Your organization's name and/or logo will be displayed on Team Kennedy Krieger's website, with a link to your website.
- ▶ Promotional pieces for your organization may be included in participant goody bags.
- ▶ Your organization's name will be displayed at the race.
- ▶ Your organization's involvement will be announced via social media.
- ▶ Your organization will receive two complimentary event entries.



## ATHLETE SPONSOR: \$500

*(\$400 is a fully tax-deductible gift to Kennedy Krieger)*

### As an Athlete Sponsor for Team Kennedy Krieger:

- ▶ Your organization's name and/or logo will be displayed on Team Kennedy Krieger's website, with a link to your website.
- ▶ Your organization will receive one complimentary event entry.



# Baltimore Running Festival

## Team Kennedy Krieger 2024 Sponsorship Options

SPONSORSHIP LEVEL	EXCLUSIVE TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	ATHLETE SPONSOR
SPONSORSHIP COST	\$10,000	\$5,000	\$2,500	\$1,000	\$500
TAX DEDUCTION	\$9,000	\$4,400	\$2,100	\$800	\$400
COMPLIMENTARY REGISTRATIONS	10 (\$1,000 value)	6 (\$600 value)	4 (\$400 value)	2 (\$200 value)	1 (\$100 value)
EVENT WEBSITE	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Logo and Link
SOCIAL MEDIA MENTION	✓	✓	✓	✓	
ON-SITE SIGNAGE	✓	✓	✓	✓	
OPPORTUNITY TO PROVIDE GIVEAWAYS	✓	✓	✓	✓	
NAMING OPPORTUNITY	Incorporated Into Name of Team	Pasta Party or Hospitality Tent (2)	Race-Day Breakfast, Lunch or Beverages (3)		
EVENT EMAILS	Logo	Logo			
PRINTED MATERIALS AND ADVERTISING	Logo				
PARTICIPANT SHIRT	Logo				

Custom sponsorship packages may be available upon request. Please email the Office of Philanthropy at [Events@KennedyKrieger.org](mailto:Events@KennedyKrieger.org) for more information.





## 2024 BALTIMORE RUNNING FESTIVAL KENNEDY KRIEGER SPONSORSHIP CONFIRMATION PLEDGE

Please complete the following information:

Name/Contact: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

### SPONSORSHIP LEVEL

Exclusive Title Sponsor (\$10,000)

Bronze Sponsor (\$1,000)

Gold Sponsor (\$5,000)

Athlete Sponsor (\$500)

Silver Sponsor (\$2,500)

**IMPORTANT: Please provide an EPS/vector file of your logo to [Events@KennedyKrieger.org](mailto:Events@KennedyKrieger.org) and write your name below EXACTLY as you would like to be listed.**

\_\_\_\_\_

Please indicate if you would like to receive your complimentary race registration(s):  Yes  No  
If you choose to decline your complimentary registration(s), your sponsorship will be 100% tax-deductible.

### PAYMENT INFORMATION

Enclosed. (Make check payable to Kennedy Krieger Foundation and reference "BRF-2024" in memo.)

Submitted online at: [KennedyKrieger.org/BRF-Sponsor](https://KennedyKrieger.org/BRF-Sponsor)

Bill us/other (specify): \_\_\_\_\_

### PLEASE RETURN CONFIRMATION FORM TO:

Kennedy Krieger Institute - BRF  
Office of Philanthropy  
707 North Broadway  
Baltimore, MD 21205

e: [Events@KennedyKrieger.org](mailto:Events@KennedyKrieger.org)  
p: 443-923-7300

Please return this confirmation form by **September 1, 2024**. All sponsorships benefit the patients and students, and their families, served by Kennedy Krieger. Annual fundraising efforts and sponsors are critical to our success. **Thank you!**

