



ROAR FOR KIDS
KENNEDY KRIEGER INSTITUTE
CELEBRATING 20 YEARS!

Sponsorship Opportunities for
Kennedy Krieger Institute's
20th Annual ROAR for Kids
Saturday, April 20, 2024

This year
at The
Maryland
Zoo!!



707 North Broadway • Baltimore, MD 21205 • 443-923-7300
KennedyKrieger.org/ROARForKids • ROAR@KennedyKrieger.org



Kennedy Krieger Institute

ROAR FOR KIDS 2024 SPONSORSHIP BREAKDOWN

Sponsorship Level	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	AMBASSADOR SPONSOR	CORPORATE TEAM SPONSOR
Sponsorship Cost	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Tax Deduction	\$13,840	\$9,130	\$4,536	\$2,268	\$884	\$500
Complimentary Event Registrations	20 (\$800 value)	15 (\$600 value)	8 (\$320 value)	4 (\$160 value)	2 (\$80 value)	50% Discount Code
Complimentary Zoo Admissions	20 (\$360 value)	15 (\$270 value)	8 (\$144 value)	4 (\$72 value)	2 (\$36 value)	
Event Website	Logo and Link at Top of Every Page	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Logo and Link
Social Media Mention	Dedicated Post	✓	✓	✓	✓	✓
On-Site Signage	✓	✓	✓	✓	✓	
On-Site Table/Booth	✓	✓	✓	✓	✓	
Opportunity to Provide Giveaways	✓	✓	✓	✓	✓	
Naming Opportunity	Incorporated Into Title of Event	5K Race, Fun Walk or Mascot Challenge (3)	Refreshments or Water Stop (2)	Mile Markers (3)		
Participant Premium	Logo (Premier Placement)	Logo	Name			
Event Emails	Logo	Logo				
Printed Materials and Advertising	Logo	Name				

Custom sponsorship packages may be available upon request. Please email Michele Mueller, the Institute's director of special events, at ROAR@KennedyKrieger.org for more information.



RACE • WALK • ROLL • PLAY • HAVE FUN!

We're excited to celebrate our 20th anniversary event at The Maryland Zoo in Baltimore! The festive setting of Kennedy Krieger Institute's ROAR for Kids provides the perfect opportunity for your organization to connect with children and families in the greater Baltimore metropolitan area.

ROAR for Kids is a 5K race, low-mileage fun walk and family festival dedicated to raising critically needed funds for research and programs at Kennedy Krieger. Held this year on Saturday, April 20, the event is a great way for participants to ROAR to support kids, programs and schools at Kennedy Krieger.

In addition to a 5K race and a low-mileage fun walk/run/roll, families can enjoy accessible activities and games, animal encounters, entertainment and refreshments, as well as discounted admission to the zoo!

Since the inaugural event in 2005, ROAR for Kids has raised more than \$3.5 million for research and programs at Kennedy Krieger.

ORGANIZATIONAL OVERVIEW

Kennedy Krieger Institute'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.

Scan the QR code or visit KennedyKrieger.org/Anthem to watch a video about Kennedy Krieger.



2024 EVENT SUMMARY



WHERE

NEW location!
Starting and ending
at The Maryland Zoo
in Baltimore!

WHEN

Saturday, April 20, 2024
(schedule subject to change)

- 6:30 a.m.** Registration/Check-In Opens
- 8:00 a.m.** 5K Race and Low-Mileage Fun Walk Begin; Family Festival Opens
- 9:30 a.m.** Awards Presentation; Registration/Check-In Closes
- 9:45 a.m.** Mascot Challenge
- 10:00 a.m.** Zoo Opens (separate admission needed)
- 10:30 a.m.** Event Ends

COST

Early Bird Registration (ends 3/25/2024)	General Event Registration (as of 3/26/2024)
Adult: \$10-\$35	Adult: \$15-\$40
Child: \$5-\$15	Child: \$10-\$25



One of the many fun ROAR events—the Mascot Challenge

PROMOTION

A comprehensive promotional campaign will be implemented throughout the region, through media sponsors, direct mail, social media and sponsor cross-promotion.

PURPOSE

To raise much-needed funds and awareness for research and programs to help kids at Kennedy Krieger Institute. For more information, visit: KennedyKrieger.org/ROARForKids



Kennedy Krieger Institute
 April 24, 2023

ROAR for Kids week is here! We can't wait to see you on Saturday at our annual #5K #race, low-mileage #walk, and #FamilyFestival.

Not registered? There's still time to get involved! Visit KennedyKrieger.org/ROAR to learn more. Thank you to all of the amazing sponsors who are helping us bring our 19th annual #ROAR4Kids to life:

Fulton Bank
 MyBGE
 Ironmark
 Aberdeen IronBirds
 Advancing Abilities
 Caliday School Age Programs
 Learning Without Tears
 Daycon Products Company, Inc.
 Johns Hopkins Federal Credit Union
 Weis Markets
 Baltimore's Child
 Chesapeake Family Media
 Macaroni Kid Columbia-Ellicott City MD
 Macaroni Kid South Baltimore, MD
 WJZ-TV | CBS Baltimore
 WTMD
 WYPR

#BaltimoreFamilyFun #RaceforKids #RunforKids #RunHappy #GetOutside #FunRun #AllforKids #FamilyFun #FamilyFriendly #HearMeROAR #ThingstoDo #BaltimoreKids #BaltimoreFamilies

SPONSORED BY:

Fulton Bank ROBERT E. MEYERHOFF AND RHEDA BECKER bge AN EXELON COMPANY

IRONMARK IronBirds Advancing Abilities

Our focus is not on disabilities. Our focus is on advancing abilities.

PROMOTIONAL CAMPAIGN

ROAR for Kids 2024 will be extensively promoted through paid, earned and donated TV, radio and print media throughout the Baltimore metro region; a robust public relations campaign; email and social media marketing; and the ROAR website. The media package is broad-based, reaching virtually all demographics.

ADVERTISING

The 2023 ROAR marketing plan included paid and trade placements with the following media outlets:

- Baltimore's Child
- Chesapeake Family Media
- Comcast
- Macaroni Kid
- WJZ (Channel 13)
- WTMD 89.7
- WYPR 88.1

Additionally, we distributed eight promotional emails, plus event fliers, web advertisements, paid radio spots, a television public service announcement and direct mail pieces.

PUBLIC RELATIONS

ROAR for Kids is supported by a comprehensive public relations campaign. In 2023, media outreach efforts successfully secured 76 media hits, equaling over 210 million impressions for the event and our sponsors, for an ad value of nearly \$2.1 million. Coverage included broadcast, print, calendar listings and online media coverage in the regional market, including Comcast Newsmakers, WJZ, WBFF-TV, WBAL-TV, WMAR-TV, The Baltimore Sun, Baltimore's Child, Baltimore Jewish Times, Baltimore Magazine, The Daily Record, Yahoo! US and more.

ROAR FOR KIDS WEBSITE

All advertising and promotional campaigns lead to an exclusive ROAR for Kids website and registration page, where event sponsor logos are prominently displayed. As a sponsor, your four-color logo will be displayed on the sponsor page, with a direct link to your choice of your website or a landing page featuring a special message, offer or discount.

SOCIAL MEDIA

ROAR for Kids event and sponsor information will be featured on Kennedy Krieger's social media platforms (Facebook, Twitter, Instagram and LinkedIn). Combined, these platforms have more than 59,000 followers. A paid social media campaign will increase reach, brand awareness and engagement.



ROAR FOR KIDS 2024 SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: \$15,000 (\$13,840 is fully tax-deductible, as a gift to Kennedy Krieger)

Benefits:

- ▶ Listed as the presenter of the event in the event name (e.g., “Kennedy Krieger Institute’s ROAR for Kids, Presented by _____”)
- ▶ Sponsorship level referenced in all media outreach efforts (e.g., calendar listings, media advisories and press releases)
- ▶ Logo featured:
 - In our promotional pieces, event emails, and TV and print advertisements
(deadline: February 28)
 - On the homepage of the ROAR for Kids website, with a link to your organization’s website
 - In a premier location on the event shirt given to all 5K and low-mileage walk participants
(deadline: March 25)
- ▶ Opportunity to:
 - Use your organization’s name and sponsorship level to leverage increased monetary support via a match day
 - Provide additional signage and/or banners for the event
 - Provide promotional products to be distributed to all ROAR participants
 - Set up a table or booth to promote your organization’s brand, product and/or service
- ▶ Recognition as the Title Sponsor of the event in coordinated social media posts linking to your organization’s social media handle
- ▶ 20 complimentary event 5K/fun walk/family festival registrations
- ▶ 20 complimentary admissions to The Maryland Zoo (must be used the same morning as ROAR, on April 20, 2024)



Kennedy Krieger hosts several fundraising events each year that are ideal platforms for your organization’s brand. Please email us at ROAR@KennedyKrieger.org if you’d like to discuss a package sponsorship of more than one event. We’re happy to create a custom sponsorship package for you!



GOLD SPONSOR: \$10,000 (\$9,130 is fully tax-deductible, as a gift to Kennedy Krieger)

Benefits:

- ▶ Recognition as the sponsor of the 5K race, low-mileage fun walk or Mascot Challenge, e.g., “5K Race, Presented by _____” (available to the first three confirmed sponsors)
- ▶ Recognition on all print advertisements, promotional pieces and event emails (**deadline: February 28**)
- ▶ Placement of your organization’s logo on the event shirt given to all 5K and low-mileage walk participants (**deadline: March 25**)
- ▶ Opportunity to provide additional signage and/or banners for the event
- ▶ Opportunity to provide promotional products to be distributed to all ROAR participants
- ▶ Recognition as an event sponsor in a social media post linking to your organization’s social media handle
- ▶ Placement of your organization’s logo on the ROAR for Kids website, with a link to your organization’s website
- ▶ Table on-site to promote your organization’s brand, product and/or service
- ▶ 15 complimentary event 5K/fun walk/family festival registrations
- ▶ 15 complimentary admissions to The Maryland Zoo (must be used the same morning as ROAR, on April 20, 2024)

SILVER SPONSOR: \$5,000 (\$4,536 is fully tax-deductible, as a gift to Kennedy Krieger)

Benefits:

- ▶ Recognition as the sponsor of either the refreshments area or the water stop, e.g., “Water Stop, Presented by _____” (available to the first two confirmed sponsors)
- ▶ Placement of your organization’s name on the event shirt given to all 5K and low-mileage walk participants (**deadline: March 25**)
- ▶ Opportunity to provide signage and/or banners for the event
- ▶ Opportunity to provide promotional products to be distributed to all ROAR participants
- ▶ Recognition as an event sponsor in a social media post linking to your organization’s social media handle
- ▶ Placement of your organization’s logo on the ROAR for Kids website, with a link to your organization’s website
- ▶ Table on-site to promote your organization’s brand, product and/or service
- ▶ Eight complimentary event 5K/fun walk/family festival registrations
- ▶ Eight complimentary admissions to The Maryland Zoo (must be used the same morning as ROAR, on April 20, 2024)



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BRONZE SPONSOR: \$2,500 (\$2,268 is fully tax-deductible, as a gift to Kennedy Krieger)

Benefits:

- ▶ Recognition as the sponsor of a mile marker on the 5K route, e.g., "Mile Marker #1, Presented by _____" (available to the first three confirmed sponsors)
- ▶ Opportunity to provide promotional products to be distributed to all ROAR participants
- ▶ Recognition as an event sponsor in a social media post linking to your organization's social media handle
- ▶ Placement of your organization's logo on the ROAR for Kids website, with a link to your organization's website
- ▶ Table on-site to promote your organization's brand, product and/or service
- ▶ Four complimentary event 5K/fun walk/family festival registrations
- ▶ Four complimentary admissions to The Maryland Zoo (must be used the same morning as ROAR, on April 20, 2024)

AMBASSADOR SPONSOR: \$1,000 (\$884 is fully tax-deductible, as a gift to Kennedy Krieger)

Benefits:

- ▶ Opportunity to provide promotional products to be distributed to all ROAR participants
- ▶ Recognition as an event sponsor in a social media post linking to your organization's social media handle
- ▶ Placement of your organization's logo on the ROAR for Kids website, with a link to your organization's website
- ▶ Table on-site to promote your organization's brand, product and/or service
- ▶ Two complimentary event 5K/fun walk/family festival registrations
- ▶ Two complimentary admissions to The Maryland Zoo (must be used the same morning as ROAR, on April 20, 2024)

CORPORATE TEAM SPONSOR: \$500 (fully tax-deductible, as a gift to Kennedy Krieger)

Benefits:

- ▶ Recognition as an event sponsor in a social media post linking to your organization's social media handle
- ▶ Placement of your organization's logo on the ROAR for Kids website, with a link to your organization's website
- ▶ Discount code for 50% off all event registrations associated with your organization

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ROAR FOR KIDS 2024 SPONSORSHIP CONFIRMATION

Yes! I will support ROAR for Kids 2024!

Please complete the information listed below:

Contact and title: _____

Organization: _____

Address: _____

City, state, ZIP code: _____

Email: _____ Telephone: _____

SPONSORSHIP LEVEL

Please select your desired level of participation:

- | | | |
|---|---|---|
| <input type="checkbox"/> Title Sponsor (\$15,000) | <input type="checkbox"/> Silver Sponsor (\$5,000) | <input type="checkbox"/> Ambassador Sponsor (\$1,000) |
| <input type="checkbox"/> Gold Sponsor (\$10,000) | <input type="checkbox"/> Bronze Sponsor (\$2,500) | <input type="checkbox"/> Corporate Team Sponsor (\$500) |

IMPORTANT: Please email an EPS/vector file of your logo to: ROAR@KennedyKrieger.org

Please write your name **exactly** as you would like to be listed: _____

You will be listed as "Anonymous" if this is left blank.

Signed: _____ Print name: _____

PAYMENT INFORMATION

- Enclosed (Please make checks payable to "Kennedy Krieger Foundation" and mail payment to: Kennedy Krieger Institute, Office of Philanthropy – ROAR, 707 North Broadway, Baltimore, MD 21205)
- You may also pay your sponsorship online at: KennedyKrieger.org/ROARForKidsSponsorship
- Bill us/other (specify): _____

Please indicate if you would like to receive your complimentary event registrations and zoo admissions: Yes No

If you choose to decline your complimentary registrations and zoo admissions, your sponsorship will be 100% tax-deductible.

Please email this form to Michele Mueller at: ROAR@KennedyKrieger.org



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