



DON'T JUST DO IT.
DO IT **FOR GOOD**

We know you want to BE **INNOVATIVE**

Now more than ever, brands are evolving to meet the needs of their customers. The EVENT industry is in the same boat. Faced with unprecedented obstacles to hosting live events, **innovation** will be the key to our success.

CHARITIES are facing a similar CHALLENGE:

Raise as much money as you can, while spending as little as possible, and do it during a global pandemic when peer to peer fundraising events have almost all gone virtual.

This makes it tremendously difficult for non-profits to try new things, to innovate, to engage in high risk, but potentially high reward projects. New ideas die on the vine. Old programs suffer from attrition, apathy and lack of fresh ideas. And vital funds to fuel the non-profits' missions decline.

BUT WHAT IF non-profits, brands, and event companies could do more together than they could on their own?

What if by pooling resources we could reinvent the way non-profits test and innovate new fundraising event models in a way that is safe and socially-distant? What if your sponsorship could not only drive brand benefits, but also provide needed funds to fuel **INNOVATION**?

Creativity is thinking up new things. **Innovation** is doing new things.

- Theodore Levitt

OUR MISSION. Bring non-profit partners together
to **DO MORE GOOD IN THE WORLD.**

OUR APPROACH. Use the power of a collective,
collaborative event platform to create:

**A BIGGER IMPACT
WITH LESS RISK
AND MORE UPSIDE FOR ALL.**

Introducing an Innovative Event that's Contactless: 5x5K FOR GOOD



The Challenge: Five 5Ks in 24 Hours

This new type of event challenges participants to complete **five 5Ks in 24 hours**, all around the Denver metro area. We will map out 5K courses in five locations and participants have 24 hours to hit them all!

Do Gooders Welcome! We'll be doing some good along the way – if participants register with the option to support one of our charity partners in the Denver area.

5x5K FOR GOOD DENVER | OCTOBER 2020



Event Details

- ⚡ Registered participants receive the 5 start line locations via email
- ⚡ Participants have from 7PM – 7PM to finish all five 5Ks
- ⚡ Upon arrival, participants scan in and go! They receive a text with a link to the 5K route with turn-by-turn directions
- ⚡ No set times! The 24-hour event is self-directed and app-guided

Event Overview

5 start lines around the Denver area

Up to 1,500 participants

5 – 10 charity partners per event

Contactless and app-guided



What Do You Get?

As one of our 5x5K FOR GOOD sponsors, you will receive exciting benefits that will highlight your brand and your support of this innovative event.

5x5K FOR GOOD Program Deliverables

	Supporting Sponsor	Zone Sponsor	Presenting Sponsor
eCommunications	Inclusion in Thank you email	Inclusion in Thank You email	Inclusion in Thank You email
	Inclusion in Logo Lockup	Inclusion in Logo Lockup	Inclusion in Logo Lockup
			One dedicated email to all participants
Website	Logo on Sponsor page	Logo on sponsor page	Logo and Blurb on sponsor page
Social Media	1 mention from FOR GOOD social pages	2 mentions on FOR GOOD social media pages	3 mentions on FOR GOOD social media pages
RunGo App		Brand name in Zone route map title in RunGo	Logo in header of full event RunGo group
On-Event	Name on sponsor banner at all 5 zones	Logo on sponsor banner at all 5 zones	Featured logo on sponsor banner at 5 zones
		One sponsor flag at one Zone	Dedicated sponsor flag at each Zone
		One dedicated route app message	Logo on participant bib
			5 dedicated route app mentions (1 per route)
Contactless Goody Bag	Inclusion of coupon or giveaway in Post-event "Contactless DO GOODER Bag"		
	\$500 10 available	\$1,000 5 available	\$5,000 1 available

About Event 360

We are the most experienced team of peer-to-peer fundraising event experts in the world. We've produced hundreds of events over the last 15 years, spearheading some of the biggest peer-to-peer programs including the nation's leading mud obstacle for non-profits. We specialize in stellar event planning, on-event production and logistics, and we produce cutting-edge marketing campaigns to drive participation and revenue.

We are the
EVENTS
FOR GOOD
innovation
company





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