

KCEXPRESS

Mother's Day 5K

MAY 13, 2012



Why we care...

- Heart disease is the leading cause of death in women. Thirty minutes of exercise most days of the week improves cardiovascular fitness and reduces the risk of heart disease.
- Exercise helps control high blood pressure, blood cholesterol, diabetes, obesity, and reduces the risk of osteoporosis, some cancers, and depression.
- Mothers who exercise are more likely to have children who exercise. Childhood obesity rates have tripled since 1980. Obese children have increased risks of developing heart disease as adults.
- Girls who are physically active are less likely to smoke, get pregnant as teenagers, have higher self-esteem, and are more likely to graduate from high school.

Quick Facts...

- Kansas City's only run/walk exclusively by women, for women.
- 4000 participants, all ages and fitness levels.
- Women's Training Team, offered in partnership with Shawnee Mission Medical Center.
- One of the fastest growing races in the city with a 16% increase in 2010; the average is 5%.
- Premium t-shirts, finisher awards, and feminine amenities to attract and reward participants.
- Family Fun Zone for dads and children.
- A portion of each race fee benefits the American Heart Association Go Red for Women Campaign.
- Our goal: to inform, motivate, and inspire women and girls to exercise for better health.



KCEXPRESS.org

Kansas City Express, a running and walking club for women, hosts the Mother Day 5K as a public service project. Learn more at kcepress.org.

2012 sponsorship levels

	Major Sponsor \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Friend \$500	\$250
Recognition in public relations media	Logo/Name	Logo/Name				
Race Bibs	X					
Spokesperson at Race Start	X					
Spokesperson at Awards Ceremony	X					
Category Exclusivity	X	X				
Race T-shirt	Logo	Logo	Logo	Name		
Entry Brochure	Logo on front	Logo	Logo	Name	Name	
Race Day Instructions	Logo	Logo	Logo	Name	Name	Name
Race Website	Logo, link paragraph	Logo, link paragraph	Name, Link	Name	Name	
On-Site Banner (sponsor provided)	X	X	X			
On-site exhibit/booth space	X	X	X			
Website coupons & flyers on sponsor table	X	X	X	X	X	X
Recognition in PA announcements	X	X	X	X	X	
Complimentary Entries	50	20	10	5	2	

www.MothersDayRun.com

The Mother's Day 5K is produced by Kansas City Express, a running and walking club for women. We are a 501 (c)(3) organization. All sponsor donations are tax-deductible and used to fund and further our mission to inform, motivate and inspire women to exercise for better health. Learn more at kcexpress.org

For more information on sponsorship, please contact

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Sponsorship levels above are for cash donations. Category exclusivity is offered at the top two levels on a first response basis. Other sponsorship options include In-Kind donations and product sampling. Contact us for details.