

Proposal for Sponsorship



The Inaugural
100 Black Men of Atlanta Inc.
RUN ATLANTA 5K

SATURDAY, 6 APRIL 2024

9:00 AM - Westside Beltline
Race Starts at Rose Circle Park
Finish at Washington Park

WESTSIDE BELTLINE ROSE CIRCLE PARK WASHINGTON PARK

Free health screenings available for the community from 10 am to 2 pm.

Delicious Food Lively Music Local Vendors Fun games

ONLINE REGISTRATION IS REQUIRED
PLEASE VISIT:
RUNATLANTA5K.COM

REGISTER HERE

A square QR code is located in the bottom right corner of the poster, next to the text 'REGISTER HERE'.

MENTORING + EDUCATION + ENRICHMENT + EMPOWERMENT = OUR SOLUTION

101 Jackson St, N.E.
2nd Floor
Atlanta, Georgia 30312-1501

www.100blackmen-atlanta.org
(404)525-6220
@100blackmenatl



Greetings!



April 6, 2024 will mark the Inaugural 100 Black Men of Atlanta's "Run Atlanta 5k" set against the vibrant backdrop of the Westside Beltline trail. This pioneering event is more than just a race; it is a clarion call to address the pressing issue of health disparities within our minority communities.

As we gear up for this momentous occasion, we extend an invitation to you to join us in making a significant impact. Your involvement as a sponsor or supporter would amplify our efforts, enabling us to reach wider audiences and make a more profound difference.

The 100 Black Men's Inaugural Run Atlanta 5K is designed to serve as a powerful platform for raising awareness, fostering community engagement, and generating necessary funds to combat health disparities that disproportionately affect minority groups. By coming together for this cause, we have an opportunity to inspire change, promote healthy living, and support initiatives that aim at closing the health gap.



MENTORING + EDUCATION + ENRICHMENT + EMPOWERMENT = OUR SOLUTION

About Us

The mission of 100 Black Men of Atlanta, Inc. is to improve the quality of life by supporting and enhancing educational and economic opportunities particularly for African-American youth in the Atlanta community.

100 Black Men of Atlanta, Inc. will become the city's strongest, most self-reliant African-American volunteer organization focused on education, enrichment and empowerment.

Our Team

Sid Barron

CHAIRMAN

Louis Negron

EXECUTIVE DIRECTOR

Dr. Winston Carhee

CHAIR, HEALTH & WELLNESS COMMITTEE

Thomas Dortch, III & Antrell Tyson

CO-CHAIRS, RUN ATLANTA 5K

What We Do

PROVIDING STUDENTS WITHIN THE ATLANTA PUBLIC SCHOOL SYSTEM WITH MENTORS FROM THE 100 BMA MEMBERSHIP POOL, YOUNG PROFESSIONALS WHO ARE MEMBERS OF THE EMERGING 100, AND COLLEGE STUDENTS WHO ARE MEMBERS OF THE COLLEGIATE 100 MEMBERS ENSURES ALL PROJECT SUCCESS STUDENTS RECEIVE GROUP MENTORING OR ONE-TO-ONE MENTORING, BOTH OF WHICH ARE INTEGRAL TO ALL SATURDAY ACADEMY AND SUMMER PROGRAMMING ACTIVITIES. THE GROUP MENTORING EXPERIENCE FREQUENTLY LEADS TO LONG-TERM, ONE-ON-ONE MENTOR RELATIONSHIPS.

PROJECT SUCCESS STARTED IN 1987 AND IS DEDICATED TO ENCOURAGING STUDENTS TO REACH ACADEMIC SUCCESS, AND HELPING THEM DEVELOP INTO EDUCATED, CONTRIBUTING MEMBERS OF OUR COMMUNITY. PROJECT SUCCESS PROGRAMS PROVIDE NURTURING, PERSONALIZED, AND CONCRETE SUPPORT IN THE FORM OF MENTORING AND SOCIAL, EMOTIONAL, AND COMMUNICATION SKILL DEVELOPMENT, PARTICULARLY DURING STUDENTS' TRANSITION FROM PRE-ADOLESCENCE TO THE ADOLESCENT PHASE OF THEIR DEVELOPMENT.

THE 100 SCHOLARS ROBOTICS ALLIANCE IS DESIGNED TO INSPIRE ELEMENTARY, MIDDLE AND HIGH SCHOOL STUDENT INTEREST IN THE SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM) FIELDS. THIS PROGRAM EXPOSES STUDENTS TO IN-DEMAND SKILL SETS SUCH AS PROJECT MANAGEMENT, PROGRAMMING AND DATA ANALYSIS, AND TEACHES THEM HOW TO OPERATE WITHIN HIGH PERFORMING TEAMS.

TO ACHIEVE OUR GOALS, WE ARE ENGAGED IN A SERIES OF INITIATIVES TO RAISE AWARENESS OF OUR CAUSE. THROUGH OUR ANNUAL CAMPAIGNS, PEOPLE AFFECTED BY OUR CAUSE AND THEIR FAMILIES RECEIVE MUCH NEEDED HELP. RUN ATLANTA 5K IS OUR NEWEST INITIATIVE TO BRING AWARENESS AND COMBAT THE HEALTH DISPARITIES WITHIN OUR COMMUNITIES.



Our Reach



High School Graduation
Rate for Project Success
Students
100%

Cumulative scholarship
awards to graduates
\$7,900,000

College bound graduates
95%

Program Participants
100

SOCIAL MEDIA ANALYTICS

 6,000 + followers

 211 subscribers

 8,765 followers

 7,700 + followers

 2,200 + followers

Sponsor Levels

Presenting Sponsor \$25,000

- Designated area hosted by 'Sponsor'
- (2) Complimentary Vendor/Sponsor Tables.
- Recognition and acknowledgement during opening address and throughout event.
 - Unlimited pieces of sponsor material shared with attendees in tote bag.
 - Social media recognition before, during and after the event.
 - Listing on website with link to Sponsor's website for an entire year (12 months).
- Logo shared with community in program, on flyer and banners as Presenting Sponsor.
 - Recognition on press releases.

Platinum Sponsor \$15,000

- (2) Complimentary Vendor/Sponsor Tables.
- Recognition and acknowledgement during opening address.
- (2) pieces of sponsor material shared with attendees in tote bag.
 - Social media recognition as Platinum sponsor.
- Listing on website with link to Sponsor's website for a year (12 months).
- Logo shared with community in program, on flyer and banners as Platinum Sponsor.

Gold Sponsor \$10,000

- Complimentary Vendor/Sponsor Table.
- (1) piece of sponsor material shared with attendees in tote bag.
 - Social media recognition as Gold sponsors.
- Listing on website with link to Sponsor's website for the rest of current year.
- Logo shared with community in program and on flyer as Gold Sponsor.
 - Logo shared on banner at the end of the race.

VIP Sponsor \$5,000

- Complimentary Vendor/Sponsor Table.
- Social media recognition as VIP sponsor.
- Listing on website during the month of the event.
- Logo shared with community in program and on flyer as VIP Sponsor.

Mile Marker Sponsor \$2,500

- Complimentary Vendor/Sponsor Table.
- Social media recognition as Mile Marker sponsor.
- Logo shared with community in program and on flyer as Mile Marker Sponsor.
 - Logo shared at one of the Mile Markers during the race.

Small Biz Sponsor \$1,000

- Complimentary Vendor/Sponsor Table.
- Social media recognition as Small Biz sponsor.



As a valued sponsor, your company will have the opportunity for brand visibility throughout our events! Your name will be highlighted. Our event bags, website and social media will include some of your highly valued products and services, as well as access to a live audience to introduce your wonderful brand.



Thank you, and we look forward to working with you!