



Superhero 5K Sponsor Marketing Kit

On behalf of Candlelighters Childhood Cancer Foundation of Southern Nevada, thank you for sponsoring our Superhero 5K event!

As a sponsor, your support is invaluable in helping us raise awareness and increase participation to make this the most POWerful 5K, ever. Together, we can ensure that no family faces childhood cancer alone.

To assist you in the important work of spreading the word, creating excitement, and inviting others to join the cause, we've prepared a **Superhero 5K Sponsor Marketing Kit**. Below, you'll find a collection of marketing tools you can use to get others excited about the 5K, invite them to start their own teams, and encourage them to support the cause!

[Click here](#) to download the Superhero 5K Marketing Kit. You can locate the button to download the kit when you scroll underneath the "Sponsorship Opportunities" section.

Event Logos: Use the "**Candlelighters Logos folder**" to download event logos. Use these in your own marketing materials, social media posts, and emails to highlight your sponsorship of the event, your commitment to the community, and your support of Candlelighters mission to ensure no family faces childhood cancer alone.

Printable Flyer: The "**5K Flyer pdf**" is an 8x10 PDF flyer that can be easily printed or emailed. Display these in your business or share them via email with employees, partners, or customers inviting them to support the cause and join you in the fight against childhood cancer.

Recommended timing for distribution: before August 23, 2024

Dedicated Email Blast or Employee E-newsletter Feature: Use the "**Email Assets folder**" for email marketing assets including 5K copy, images, and a registration link. Send emails to your employees, partners, or customers announcing your sponsorship and inviting them to join you in supporting the event. To view an example of a sponsor email message, click the "**Sample Email Screenshot**".

Recommended timing for distribution: First Email, August 15, 2024 Reminder Email Blast: September 15, 2024

Social Media: Click the “**Social Media folder**” to download ready-to-use images for social media posts. Create your own message or copy/paste the text below to announce your sponsorship of the event, invite your audiences to participate.

Social Post 1: Walk, Run, or Fly With Us



We're a proud sponsor of the Candlelighters 35th Annual Superhero 5K! 🦸🦹🦱 This incredible event helps provide services like financial assistance, travel for treatment, counseling, sibling support, and safe, supportive social opportunities to families with childhood cancer.

Register now, put on your favorite superhero gear, and walk, run, or fly with us to support a great cause. See you at the starting line!

#Superhero5K #CommunitySupport #EverydaySuperhero

Registration link:

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267>

Recommended timing: Post on August 14th

Social Post 2: Create A Team



If you've ever dreamed of leading a Super Squad to victory, this is your chance!

We're proud sponsors of Candlelighters Superhero 5K, which helps provide services like financial assistance, travel for treatment, counseling, sibling support, and safe, supportive social opportunities to families with childhood cancer.

We need everyday heroes like you to become Superhero 5K Team Captains. If you're ready to lead, inspire, and do more to help Candlelighters families - the time is now! Rally your friends, family, pets, and colleagues and create a team!

Lace up your sneakers, throw on your cape, and be an everyday superhero - whether you walk, run or fly, you can help ensure no family faces childhood cancer alone.

#Superhero5K, #Candlelighters35Years #EverydaySuperhero

Create A Team Link:

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267>

Recommended timing: Post on August 21st

Quick Reference Links:

Register for the 5K:

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267/register/new/select-tickets>

Create Your Own Team:

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267>

Make A Donation:

<https://www.classy.org/give/554267/#!/donation/checkout>

With your help, we can make this year's Superhero 5K the most POWERful race yet!

Thank you once again for your support and dedication to Candlelighters!

For questions or requests for additional 5K outreach materials, please contact:

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