

2018 SPONSORSHIP OPPORTUNITIES



Proceeds to benefit the Greater Jacksonville Area USO

Supporting the mission of the USO to

“Strengthen America’s military service members by keeping them connected to family, home and country, throughout their service to the nation.”

The annual Jacksonville Marine Corps Half Marathon & Freedom 5k will be held on Saturday, October 20, 2018, the 15th year now under its new name, **USO Armed Forces Half Marathon & Freedom 5k!**

The inaugural marathon was held on Saturday, October 2, 2004, setting the tone for Fall events in the Southeastern United States. Registration for this marathon throughout the years has averaged 4,000-plus runners throughout many states. What began simply as a Saturday race has evolved into a weekend celebration of running, physical fitness and tributes to our active duty military serving our great nation.

The mission of the USO Armed Forces Half Marathon & Freedom 5k is to strengthen the bond between the civilian and military communities, promote health and physical fitness, and to raise funds for the Greater Jacksonville Area USO in support of all five branches of the military including the Florida National Guard and their family members.

The City of Jacksonville is one of the top running communities in the nation as noted by Runner’s World magazine. Volunteers from every branch of our military, with support from corporate and civic organizations, will continue promoting this significant quality of life initiative. Following the traditions established by the Marine Corps Marathon in Washington, D.C., the USO Armed Forces Half Marathon & Freedom 5k will continue this rich heritage.



Commander-in-Chief Presenting Sponsor \$25,000 (One Available)



- ▶ Corporate recognition / **exclusive and prominent listing as “Presenting Sponsor”** on all related program collateral (posters, print ads, flyers, and brochures), Jax USO / Event website(s), as well as inclusion in all media (paid and PR) and all social media channels affiliated with this program.
- ▶ 50 race participant registrations.
- ▶ Prominent recognition at the Mayport, Airport, and NAS JAX USO Centers.
- ▶ A press conference will be planned to unveil the recognition at a location to be determined with invited press and military dignitaries.
- ▶ Prominent recognition in our Strategic Plan 2022 document to be widely distributed.
- ▶ Right to co-brand as “Presenting Sponsor” with the USO Armed Forces Half Marathon & Freedom 5k, to include; the right to establish a race-day “tent pavilion” with company’s products and representatives at the Finish Line.
- ▶ Large color logo centered on the back of all race t-shirts.
- ▶ Large color logo on all course banners and signage.
- ▶ Exclusive recognition at the sponsorship dinner at a date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Greater Jacksonville Area USO. **Sponsor appreciation plaque will be presented at this event.**



Joint Chief's Five Branches Sponsor \$20,000 (One Available)



- ▶ Corporate recognition / **prominent listing as official “Joint Chief’s Five Branches Sponsor”** on all related program collateral (posters, print ads, flyers, and brochures), Jax USO / Event website(s), as well as inclusion in all media (paid and PR) and all social media channels.
- ▶ 40 race participant registrations.
- ▶ Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- ▶ A press conference will be planned to unveil the recognition at a location to be determined with invited press and military dignitaries.
- ▶ Recognition in our Strategic Plan 2022 document to be widely distributed.
- ▶ Right to co-brand as “Joint Chief’s Five Branches Sponsor” with the USO Armed Forces Half Marathon & Freedom 5k to include: the right to establish a race-day “tent pavilion” with company representatives and collateral at Finish Line.
- ▶ Large color logo in prominent position on the back of all race t-shirts.
- ▶ Large color logo on all course banners and signage.
- ▶ Exclusive recognition at the sponsorship dinner at a date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Greater Jacksonville Area USO. **Sponsor appreciation plaque will be presented at this event.**



Secretary of Defense Sponsor \$10,000



- ▶ Corporate recognition / listing as “**Secretary of Defense Sponsor**” on all related program collateral (posters, print ads, flyers, and brochures), Jax USO / Event website(s), as well as inclusion in all media (paid and PR) and all social media channels affiliated with program.
- ▶ 20 race participant registrations.
- ▶ Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- ▶ A press conference will be planned to unveil the recognition at a location to be determined with invited press and military dignitaries.
- ▶ Recognition in our Strategic Plan 2022 document to be widely distributed.
- ▶ Right to co-brand as “Secretary of Defense Sponsor” with the USO Armed Forces Half Marathon & Freedom 5k to include: the right to establish a race-day “tent pavilion” with company representatives and collateral at the Finish Line.
- ▶ Color logo listed on the back of all race t-shirts.
- ▶ Logo or company name on all course banners and signage.
- ▶ Exclusive recognition at the sponsorship dinner at a date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Greater Jacksonville Area USO. **Sponsor appreciation plaque will be presented at this event.**



Uniformed Services Sponsor \$5,000



- ▶ Corporate recognition / listing as “**Uniformed Services Sponsor**” on all related program collateral (posters, print ads, flyers, and brochures) where possible and appropriate, Jax USO/ Event website(s), as well as inclusion on all social media channels affiliated with program.
- ▶ 10 race participant registrations.
- ▶ Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- ▶ A press conference will be planned to unveil the recognition at a location to be determined with invited press and military dignitaries.
- ▶ Recognition in our Strategic Plan 2022 document to be widely distributed.
- ▶ Right to co-brand as “Uniformed Services Sponsor” with the USO Armed Forces Half Marathon & Freedom 5k to include: the right to establish a race-day “tent pavilion” with company representatives and collateral at the Finish Line.
- ▶ Color logo listed on the back of all race t-shirts.
- ▶ Recognition at the sponsorship dinner at date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Greater Jacksonville Area USO. **Sponsor appreciation plaque will be presented at this event.**



Distinguished Service Sponsor \$2,500



- ▶ Corporate recognition / listing as “**Uniformed Services Sponsor**” on all related program collateral (posters, print ads, flyers, and brochures) where possible and appropriate, Jax USO/ Event website(s), as well as inclusion on all social media channels affiliated with program.
- ▶ 4 race participant registrations.
- ▶ Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- ▶ A press conference will be planned to unveil the recognition at a location to be determined with invited press and military dignitaries.
- ▶ Recognition in our Strategic Plan 2022 document to be widely distributed.
- ▶ Company name listed on the back of all race t-shirts.
- ▶ Recognition at the sponsorship dinner at a date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Greater Jacksonville Area USO. **Sponsor appreciation plaque will be presented at this event.**



USO Armed Forces Supporter Various In-Kind Donations



Water, Sports Drinks, Comfort Items, etc.

- ▶ Recognition on race day and on our website for one year.
- ▶ Other benefits and recognition TBD based on gifts and / or services provided.

