



2022 SPONSORSHIP OPPORTUNITIES

Proceeds to Benefit the USO Jacksonville

Supporting the Mission of the USO

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

The 19th Annual USO Armed Forces Half Marathon and Freedom 10K & 5k are Saturday, October 8, 2022, starting at 7 am! A new Start / Finish line and the spaces were race registration and post-race celebration expo at Jacksonville Riverfront.

The inaugural marathon, then named the Marine Corps Half Marathon & Freedom 5K, was held on Saturday, October 2, 2004, setting the tone for Fall events in the Southeastern United States. Throughout the years, registration for this marathon has averaged 4,000-plus runners throughout many states. What began simply as a Saturday race in Jacksonville 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 10K & 5k is to strengthen the bond between the civilian and military communities, promote health and physical fitness, and raise funds for the Greater Jacksonville Area USO in support of all five branches of the military plus the Florida National Guard and their family members.

As noted by Runner's World magazine, the City of Jacksonville is one of the nation's top running communities. Volunteers from every branch of our military, with support from corporate and civic organizations, will continue promoting this quality of life initiative. Following the traditions established by the Marine Corps Marathon in Washington, D.C., the USO Armed Forces Half Marathon and Freedom 10K & 5k will continue this rich heritage.

Commander-In-Chief Presenting Sponsor

\$50,000 (Two Available)

- Corporate recognition / **exclusive and prominent listing as “Presenting Sponsor”** on all related program collateral (posters, print ads, flyers, and brochures), USO Jax / Event website(s), as well as inclusion in all media (paid and PR) and all social media channels affiliated with the program.
- 50 race participant registrations.
- Prominent Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- Right to Co-Brand as Presenting Sponsor with the USO Armed Forces Half Marathon, 10K & Freedom 5k to include: the right to establish a race-day “quadruple tent pavilion” with company’s products and representatives at Finish Line.
- Prominent Recognition on our website, social media channels, as well as in our weekly e-newsletter reaching over 15,000 of our military community members.
- Large Color Logo centered on the back of all race t-shirts and positioned on Race Bibs.

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Commander-In-Chief Presenting Sponsor (continued)

- Large Color Logo on all course banners and signage.
- Provide 2,500 marketing materials or goodie bag items to be placed in the race bag
- Exclusive recognition at the sponsorship dinner at the date and place TBD, with community leaders from the military, government, press, and businesses to celebrate the partnership with the Jacksonville USO.

Joint Chief's Sponsor

\$25,000 (Two Available)

- Corporate recognition / **prominent listing as “Official Joint Chief’s 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.
- Prominent Recognition on our website, social media channels, as well as in our weekly e-newsletter reaching over 15,000 of our military community members.
- Right to Co-Brand as “Joint Chief’s Sponsor” with the USO Armed Forces Half Marathon, 10K & Freedom 5k to include: the right to establish a race-day “triple tent pavilion” with company representatives and collateral at Finish Line.
- Color Logo in a prominent position on the back of all race t-shirts.
- Provide 2,500 marketing materials or goodie bag items to be placed in the race bag
- Color Logo on pavilion banners.
- Recognition at the sponsorship dinner at the date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with the Jacksonville USO.

Secretary of Defense Sponsor

\$15,000

- 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 the program.
- 30 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 on our website, social media channels, as well as in our weekly e-newsletter reaching over 15,000 of our military community members.
- 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 Finish Line.
- Color Logo listed on the back of all race t-shirts.
- Logo or Company Name on all course banners and signage.
- Provide 2,500 marketing materials or goodie bag items to be placed in the race bag
- Exclusive recognition at the sponsorship dinner at the date and place TBD, with community leaders from the military, government, press, and businesses to celebrate the partnership with the Jacksonville USO.

Special Forces Sponsor

\$ 10,000

- Corporate recognition/listing as “**Special Forces 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 the program.
- 20 race participant registrations.
- Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- Recognition on our website, social media channels, as well as in our weekly e-newsletter reaching over 15,000 of our military community members.
- Right to Co-Brand as “Special Forces 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.
- Color Logo listed on the back of all race t-shirts.
- Provide 2,500 marketing materials or goodie bag items to be placed in the race bag
- Recognition at the sponsorship dinner at the date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with the Jacksonville USO.

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 the program.
- 10 race participant registrations.
- Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- Recognition on our website, social media channels, as well as in our weekly e-newsletter reaching over 15,000 of our military community members.
- The right to Co-Brand as “Uniformed Services Sponsor” with the USO Armed Forces Half Marathon & Freedom 5k includes the right to establish a race-day “tent pavilion” with company representatives and collateral at Finish Line.
- Color Logo listed on the back of all race t-shirts.
- Provide 2,500 marketing materials or goodie bag items to be placed in the race bag
- Recognition at the sponsorship dinner at the date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Jacksonville USO.

Distinguished Service Sponsor

\$ 2,500

- Company listing as “**Distinguished Service Sponsor**” Jax USO / Event website(s) and inclusion on all social media channels affiliated with the program.
- 4 race participant registrations.
- Recognition at the Mayport, Airport, and NAS JAX USO Centers.
- Company Name listed on the back of all race t-shirts.
- Provide 2,500 marketing materials or gift items to be placed in the race bag
- Mention at the sponsorship dinner at a date and place TBD, with community leaders from military, government, press, and businesses to celebrate the partnership with Jacksonville USO.

USO Patriot Sponsor – Various In-Kind Donations

\$1,500

Water; Sports Drinks, Comfort Items, etc., etc.

- Tent at the Fairgrounds
- Recognition on Race Day and our website for one year.
- Provide 2,500 marketing materials or goodie bag items to be placed in the race bag
- Other benefits and recognition TBD based on gifts and/or services provided.