

AAHS AMERICAN ALLIANCE FOR
HEALTHY SLEEP

PJ5K



Walk/Run Marathon Sponsorship Opportunity

June 14, 2020 | Fairmount Park, Philadelphia PA



PJ5K Run/Walk

Millions of individuals throughout the United States live with a sleep disorder; many going undiagnosed. The AAHS seeks to improve the lives of those living with a sleep disorder and increase awareness of sleep disorders and the need for healthy sleep practices for all.

To further sleep research and awareness, our organization will host an inaugural PJ5K Run/Walk during SLEEP 2020 located in Philadelphia, PA at Fairmount Park. The PJ5K is a traditional 5K (3.10-mile) run/walk allowing the opportunity for many athletic enthusiasts to participate in an activity they enjoy, as well as, support the sleep community. The 5K run/walk will be open to AAHS members, the general public and the attendees of the APSS Sleep conference. The PJ5K will be highly publicized with opportunities to be featured on the event website, attention grabbing materials the day of the event and newsletters that will be shared with the public and participants.

Take advantage of the opportunity to reach sleep patients, providers and others interested in sleep by becoming a PJ5K sponsor!

Contact **Satrina Marr** at pj5k@sleepallies.org with any questions or to discuss potential proposals for joint marketing and promotion.

AAHS AMERICAN ALLIANCE FOR HEALTHY SLEEP

About the American Alliance for Healthy Sleep (AAHS)

The American Alliance for Healthy Sleep (AAHS), a 501c4 nonprofit, is a membership organization dedicated to partnering patients with sleep disorders, providers and the public to improve the lives of patients with sleep disorders and highlight the importance of healthy sleep. Our mission is to partner patients and providers to

1. Engage policymakers and the public to enhance understanding of and care for all sleep disorders,
2. Provide support services for patients with sleep disorders, and;
3. Promote healthy sleep in all populations.

For more information on the AAHS visit our website at sleepallies.org.

Sponsorship Categories



Nighttime Sponsors | \$1,000

- Individual tent sign along run path
 - Company name, website link and description (up to 50 words) on PJ5K website sponsor page
 - Quarter page ad in the Early edition PJ5K Newsletter
 - Newsletter will appear on 5K website, AAHS website and social media
 - Complimentary “I ♥ Sleep” t-shirt
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Sunset Sponsors | \$2,500

- Company name, website link and description (up to 100 words) on PJ5K website sponsor page
 - Quarter page ad in the (Pre-5K) PJ5K Newsletter
 - Newsletter will appear on 5K website, AAHS website and social media
 - Individual tent sign at the start line and beginning of the run path
 - One-page flyer in giveaway bags for each run participant
 - Two Complimentary “I ♥ Sleep” t-shirts
-



Twilight Sponsors | \$5,000 (6 available)

- One-page flyer in giveaway bags for each run participant
 - Sponsor recognition in race packets
 - Logo and company description (up to 150 words) on the PJ5K website sponsor page
 - Logo and name appear on Flag Banner
 - Half page ad in the (Early and Pre-5K) PJ5K Newsletter
 - Newsletter will appear on 5K website, AAHS website and social media
 - Two Complimentary “I ♥ Sleep” t-shirts
-



Sunrise Sponsors | \$7,500 (1 available)

- One-page flyer in giveaway bags for each run participant
- Sponsor recognition in race packets
- Logo and company description (up to 200 words) on the PJ5K website sponsor page
- Logo and name appear on Flag Banner
- Half page ad in the (Pre and Post-5K) PJ5K Newsletter
 - Newsletter will appear on 5K website, AAHS website and social media
- Logo on finish line tape for walking group winner
- Custom disposable water bottle distributed to participants along the 5K path
- Two Complimentary “I ♥ Sleep” t-shirts



Daytime Sponsors – Option 1 | \$10,000 (1 available)

- One-page flyer in giveaway bags for each run participant
- Sponsor recognition in race packets
- Logo and company description (up to 250 words) on the PJ5K website sponsor page
- Logo and name appear on Flag Banner
- Logo on runners' headbands
- Logo on finish line tape for running group winner
- Logo on give-away bag items (bags include customized reusable water bottle and towel)
- Logo appears on signage and PJ5K participant t-shirt
- Full page ad in the (All Issues) PJ5K Newsletter
 - Newsletter will appear on 5K website, AAHS website and social media
- Sponsor email
 - Email PJ5K participants and AAHS members by the AAHS on your behalf
- Three Complimentary "I ♥ Sleep" t-shirts



Daytime Sponsors – Option 2 | \$10,000 (1 available)

(After party event held immediately following the 5k at Fairmount Park)

- One-page flyer in giveaway bags
- Sponsor recognition in race packets
- Logo and company description (up to 250 words) on the PJ5K website sponsor page
- Logo and name appear on Flag Banner
- Logo appears on signage and PJ5K participant t-shirt
- Full page ad in the (All Issues) PJ5K Newsletter
 - Newsletter will appear on 5K website, AAHS website and social media
- Sponsor email
 - Email will be sent to PJ5K participants and AAHS members by the AAHS on your behalf
- Food section named after sponsor (section will have food trucks with sponsor name at entrance)
- Logo on customized disposable water bottles/cups/napkins
- Three Complimentary "I ♥ Sleep" t-shirts





A La Carte

(Available as an additional option only with the purchase of a sponsorship package)

Leaderboard Ad on PJ5K website..... \$400

Ads will rotate on front page

Thumbnail Ad on PJ5K website \$300

Ads will appear on participants page

Quarter Page Ad in the AAHS newsletter

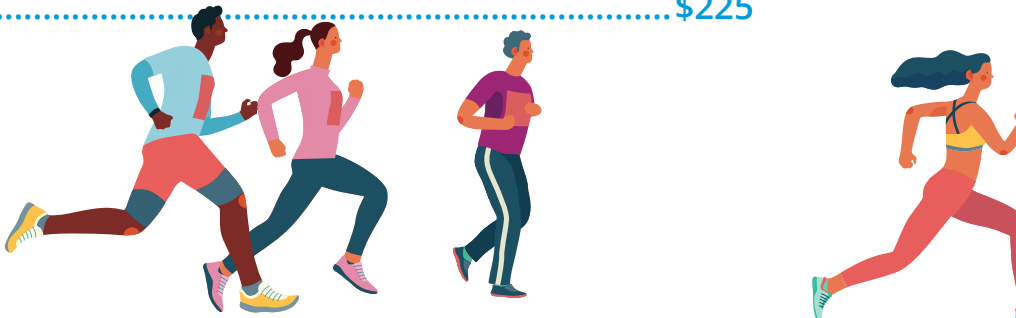
Newsletter will appear on 5K website, AAHS website and social media

Early Edition *(published April 1st)..... \$50*

Pre-PJ5K Edition *(published June 1st) \$100*

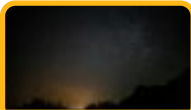





Post-PJ5K Edition *(published mid-July)..... \$125*

All Editions \$225





Sponsorship Opportunities at a Glance

						
Business listing with website link on PJ5K website	✖	✖	✖	✖	✖	✖
Complimentary "I ♥ Sleep" t-shirt(s)	1	2	2	2	3	3
Individual tent sign along run path	✔	✖	✖	✖	✖	✖
Company name, website link and description on PJ5K website sponsor page	Up to 50 words	Up to 100 words	✖	✖	✖	✖
Quarter page ad in the PJ5K Newsletter (Appears on 5K website, AAHS website and social media)	Early edition	Pre-5k edition	✖	✖	✖	✖
Individual tent sign at the start line and beginning of the run path	✖	✔	✖	✖	✖	✖
One-page flyer in giveaway bags for each run participant	✖	✔	✔	✔	✔	✔
Sponsor recognition in race packets	✖	✖	✔	✔	✔	✔
Logo, website link and company description on the PJ5K website sponsor page	✖	✖	Up to 150 words	Up to 200 words	Up to 250 words	Up to 250 words
Logo and name appear on Flag Banner	✖	✖	✔	✔	✔	✔
Half page ad in the PJ5K Newsletter (Newsletter will appear on 5K website, AAHS website and social media)	✖	✖	Early and Pre-5k edition	Pre and Post-5k edition	✖	✖
Logo on finish line tape for walking group winner	✖	✖	✖	✔	✖	✖
Custom disposable water bottle distributed to participants along the 5K path	✖	✖	✖	✔	✖	✖
Logo on runners' headbands	✖	✖	✖	✖	✔	✖
Logo on finish line tape for running group winner	✖	✖	✖	✖	✔	✖
Logo on give-away bag items (Bags include customized reusable water bottle and towel)	✖	✖	✖	✖	✔	✖
Logo appears on signage and PJ5K participant t-shirt	✖	✖	✖	✖	✔	✔
Full page ad in all issues of the PJ5K Newsletter (Appears on 5K website, AAHS website and social media)	✖	✖	✖	✖	✔	✔
Sponsor email (Sent to PJ5K participants and AAHS members by the AAHS on your behalf)	✖	✖	✖	✖	✔	✔
Food section named after sponsor (Section will have food trucks with sponsor name at entrance)	✖	✖	✖	✖	✖	✔
Logo on customized disposable water bottles/cups/napkins	✖	✖	✖	✖	✖	✔

PJ5K Sponsorship Agreement

Please complete the Sponsorship Agreement in full and return with appropriate payment. Written confirmation will be sent upon approval by the AAHS.

Personal Information (Required)

Company Name: (as it should appear in print)		
Contact Name:	Contact Title:	
Address:		
City:	State/Country:	Zip/Postal Code:
Phone:	Email: (Requested)	
Website:		

Purchases (Choose a sponsorship package from the list below. You can choose more than 1 option)

Nighttime Sponsors – Unlimited Sponsorships available	<input type="radio"/> \$1,000
Sunset Sponsors – Unlimited Sponsorships available	<input type="radio"/> \$2,500
Twilight Sponsors – 6 Sponsorships available	<input type="radio"/> \$5,000
Sunrise Sponsor – 1 Sponsorship available	<input type="radio"/> \$7,500
Daytime Sponsors – 2 Sponsorships available	
Daytime Sponsor - Option 1	<input type="radio"/> \$10,000
Daytime Sponsor - Option 2	<input type="radio"/> \$10,000

A La Carte Items (Available as an additional option only with the purchase of a sponsorship package)

Leaderboard ad on the PJ5K website	<input type="radio"/> \$400
Thumbnail ad on the PJ5K website	<input type="radio"/> \$300
Quarter Page Ad in the PJ5K Newsletter <small>(Choose from the options below)</small>	
Early Edition	<input type="radio"/> \$50
Pre-PJ5K Edition	<input type="radio"/> \$100
Post-PJ5K Edition	<input type="radio"/> \$120
All Editions	<input type="radio"/> \$225

Total Cost

\$ _____

The company or individual listed on this application agrees to comply with all the policies, terms and regulations outlined in the sponsorship terms, which is part of this contract. We further acknowledge that the AAHS reserves the right, in its absolute discretion, to reject this contract. This application shall not become a binding contract until fully executed by both parties.

Authorization

Authorized by (print name)	Title
Signature	Date
AAHS Authorized (print name)	Title
AAHS Signature	Date

Payment

A 50 percent deposit (in U.S. funds) must accompany this agreement on packages \$2500 or more. Payment will be accepted in the form of a check made payable to the American Alliance for Healthy Sleep or a credit card.

Select from the options below

Send me an invoice

Send remaining balance invoice (for sponsorship packages \$2500 or more)

Charge the credit card below for the full amount

Payment is by (please check one) Visa MasterCard American Express Discover

Card Number	Expiration Date	Security Code
Card Holder's Name (please print)		
Signature		Date

Rejection of Application: The American Alliance for Healthy Sleep (AAHS) reserves the right to reject an application/sponsorship agreement or refuse/cancel sponsorships after approved at any time prior to or during the AAHS PJ5K. In addition, the AAHS reserves the right to deny sponsorships from organizations or companies that are direct competitors or do not fit within the mission of the AAHS. The enforcement of this right is at the sole and absolute discretion of AAHS management.

