



June 3rd, 2017 – 8:00 a.m. to 1:00 p.m.

The Jail-Break Challenge is a unique obstacle course 5k event, in which the proceeds are dedicated solely to the benefit of funding our teen mentoring programs. The GCSO Explorers program brings young teens into contact with various challenges and team activities. Deputy Sheriffs serve as sponsors, instructors and mentors to our community teens. This prepares them for the many challenges that lay ahead as they go through life and lays a foundation for making positive choices and becoming leaders in society. With your sponsorship, we can help make an impact on our teenagers by purchasing equipment, uniforms and program funding for competitions and training.

Your sponsorship will provide **high visibility advertising** and **promotion of your business before, during, and after the race event** among runners, walkers and their families and friends – all great prospects for your products and services! We also expect to have media (television and newspaper) coverage race day. To generate **maximum awareness** and drive registrations and spectators, we are heavily promoting this race via local marketing, Georgia running clubs and running websites, email campaigns, Facebook, fitness clubs, and thru other metro Atlanta and Gwinnett area races and events.

This is our 5th annual event and our numbers continue to rise each year with the booming popularity of obstacle races and mud runs. Our event is the only one of this kind in Gwinnett County, offering our runners, cross-fitters and those looking for fun fitness a great event to participate in locally. We have drawn competitors from all across Georgia and several surrounding states to the event in years past.

The date of this event is Saturday, June 3rd, 2017 **sponsor deadline is May 1st** to get logo on shirts. If you are interested in becoming a sponsor please contact Christie Chapel at 770-619-6673 or email: christie.chapel@gwinnettcountry.com or Captain Frank Woods at 770-668-6349 or email: frank.woods@gwinnettcountry.com

Please see the following page for sponsorship opportunities. Thank you for any and all considerations to support this worthwhile charity program.

2017 Jail-Break Challenge Sponsorship Levels

TITLE - \$5000 – (Exclusive to 1 business)

- Your company will be recognized as the “Presented by” sponsor of the event. All event and promotional material will read “2017 Jail-Break Challenge – Presented by Your Company Name”.
- Largest company logo (or name) on back of dry-wick race shirts in prominent headline position
- Category exclusivity and 1st right of renewal
- Special recognition announced by D.J. at the event
- Speaking opportunity at event and awards ceremony
- Multiple banner and/or sign opportunities to display at event
- First choice of prominent tent/exhibit location at event
- Title sponsor recognition in all email blasts to database of 5,000 runners
- Your company’s logo on signage at registration desk and packet pick-up
- Your company’s logo, description and website link on the Jail-Break Challenge website and Facebook page
- Your company’s promotional samples or marketing material in race goody bags
- 10 premium athletic dry-wick official Jail-Break Challenge race shirts
- 16 free race entries or 4 team entries

Platinum - \$2500

- Large company logo (or name) on back of dry-wick race shirts
- Opportunity to display your company’s banner at the event
- Your company’s logo on signage at registration desk and packet pick-up
- Your company’s logo, description and website link on the Jail-Break Challenge website and Facebook page
- Opportunity to set up table/exhibit at the event to market your company
- Recognition as Platinum sponsor during the event and awards ceremony
- Your company’s promotional samples or marketing material in race goody bags
- 8 premium athletic dry-wick official Jail-Break Challenge race shirts
- 8 free race entries or 2 team entries

Gold - \$1000

- Your company’s logo on back of dry-wick race shirts displayed above Silver & Bronze sponsors
- Opportunity to display your company’s banner at the event
- Your company’s logo on signage at registration desk and packet pick-up

- Your company's logo, description and website link on the Jail-Break Challenge website and Facebook page
- Opportunity to set up table/exhibit at the event to market your company
- Gold Sponsor recognition during the event and awards ceremony
- Your company's promotional samples or marketing material in race goody bags
- 4 premium athletic dry-wick official Jail-Break Challenge race shirts
- 4 free race entries or 1 team entry

Silver - \$500

- Your company's logo on back of dry-wick race shirts
- Opportunity to display your company's banner at the event
- Your company's logo on signage at registration desk and packet pick-up
- Your company's logo, description and website link on the Jail-Break Challenge website and Facebook page
- Opportunity to set up table/exhibit at the event to market your company
- Recognition as sponsor during the event and awards ceremony
- Your company's promotional samples or marketing material in race goody bags
- 2 premium athletic dry-wick official Jail-Break Challenge race shirts

Bronze - \$250

- Your company's logo on back of dry-wick race shirts
- Your company's logo on signage at registration desk and packet pick-up
- Your company's logo on the Jail-Break Challenge website and Facebook page
- Opportunity to set up table/exhibit at the event to market your company
- Your company's promotional samples or marketing material in race goody bags

*Please make checks payable to: Gwinnett County Sheriff's Dept Special Charities
W-9 Form is available for tax purposes.*

*Mailing address: Gwinnett County Sheriff's Office
Attn: Christie Chapel
2900 University Parkway
Lawrenceville, GA 30043*