



14th Annual Shamrock 'N Roll Road Race
SPONSORSHIP PROPOSAL
5K • 10K • 1K Kids Fun Run

Presented by:



Hosted by The Junior League of Atlanta, Inc., proceeds from the 14th annual Shamrock 'N Roll Road Race are used to financially aid projects and programs of the Junior League of Atlanta's area community partners, which focus on helping at-risk women and children.

2018 Shamrock 'N Roll Road Race Chair:

Carolina Margarella

shamrock@jlatlanta.org

404-405-9420

The Junior League of Atlanta is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.

About The Junior League of Atlanta



OUR MISSION

The Junior League of Atlanta, Inc. (JLA) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

ITS PURPOSE IS EXCLUSIVELY EDUCATIONAL AND CHARITABLE.

HOUSEHOLD INCOME

MORE THAN \$200,000	25%
\$100,000 - \$200,000	32%
\$75,000 - \$100,000	16%
\$50,000 - \$75,000	16%
\$30,000 - \$50,000	10%

DONATED

- 1,631 SNACKS AND DRINKS FOR THE WHITEFOORD AFTER-SCHOOL PROGRAM
- 1,565 DIAPERS FOR AT-RISK FAMILIES
- 4,750 HEALTHY SNACKS DISTRIBUTED BY JLA'S KIDS IN THE KITCHEN

\$1 **MILLION**
GIFT TO THE
COMMUNITY IN
CELEBRATION OF
OUR 100TH YEAR

100
YEARS OF SERVICE

29 Community Placements **ATLANTA**
 100 Community Partners
20,400 hours and over of total training

+32,000 VOLUNTEER HOURS
contributed to support our community through projects focused on



About the Race



The Shamrock 'N Roll Road Race...

- Is celebrating our 14th year as it began in 2005 and has raised nearly \$600,000 in support of the Junior League of Atlanta Inc.'s mission and community partners.
- Has over 1,600 participants including runners, walkers, stroller-pushers, friends and dogs.
- Recognized in 2014 by *Atlanta Magazine* as the "Best Charity Running Event" in the city.
- Is an AJC Peachtree Road Race Qualifier.
- Gives t-shirts to all registrants.
- Awards top race finishers with gifts from our generous sponsors.



2018 Shamrock 'N Roll Road Race Sponsorship Opportunities



Sponsor Benefits	Ultra-Runners (\$15,000+)	Marathoners (\$10,000+)	Sprinters (\$5,000+)	Joggers (\$2,500+)	Walkers (\$1,000+)
Exclusive and customized Shamrock 'N Roll Partnership during our 14 th Year in conjunction with Atlantic Station's <i>Shamrock the Station</i>	X				
Title sponsor for proprietary sub-events (e.g. <i>Packet Pick-Up Party hosted by YOUR BUSINESS</i>)	X				
Opportunity to participate in pre-race events, such as <i>Halfway to Race Day</i>	X	X			
Opportunity to brand special race day area/event (e.g. <i>YOUR BUSINESS STARTING LINE</i>)	X	X	X		
Business listed and linked on ACTIVE registration platform	X	X	X		
5K/10K Race registration(s) for sponsor participants	10	6	4	2	
Inclusion in marketing efforts promoting Shamrock 'N Roll events, including press releases & print advertisements (pending met deadlines)	X	X	X	X (Press Release Only)	
Logo presence on official event t-shirt(s) (pending met deadlines)	X	X	X	Company Name Only	
Logo presence on signage at pre-race area and finish line (pending met deadlines)	X	X	X	Company Name Only	
Complimentary booth at Race to promote Sponsor's product or service	X	X	X	X	
Opportunity to reach 3,500+ JLA members via company recognition in the JLA Publications	X (Quarterly Hotline Highlights – 1 Community Newsletter)	X (3 Hotline Highlights)	X (2 Hotline Highlights)	X (1 Hotline Highlights)	
Social Media Campaigns tailored to your company's Facebook and/or Twitter and cross-promoted by Junior League of Atlanta	X (5)	X (3)	X (2)	X (1)	X (1)
Logo presence on the JLA website and official Race website throughout the Race promotion (www.shamrocknroll.org)	X	X	X	Company Name Only	Company Name Only
Inclusion of coupon in digital race bag.	X	X	X	X	X

2018 Shamrock 'N Roll Road Race In-Kind Sponsorship Opportunities



Custom opportunities are available for our most generous sponsors and provide unique and effective mechanisms for supporting your marketing and philanthropic objectives. In-kind donations of goods or services are also vital to the success of our events. Please contact the Corporate Giving Chair, Emilie Hill, at jla.edhill@gmail.com to discuss potential partnerships.

In-kind donations will be valued at full and fair retail value for sponsoring companies' tax purposes and when assessed against sponsor benefit levels. In-kind donating companies may receive the same benefits offered to Sprinter Level sponsors listed above if the total in-kind amount equals \$4,000 or more and is accompanied by a minimum \$1,000 cash donation.

Please select the in-kind opportunity below and explain the donation in column on the right.

In-Kind Opportunities	Description of Donation
Awards for race winners (gift certificates, prize baskets, etc.)	
Advertising	
Printing	
Signage	
Water stops (volunteers, water, cups)	
Food or beverages for Post Race Party	
Folding tables (qty: 30)	
Promotional items for race attendees	
Live DJ, sound system with generator	
Short sleeved technical T-shirts (qty: 2,000)	
Gift certificates and gift packages for pre-race prizes	
Promotional fliers for bags (with \$500 cash donation)	
Portable Toilets (qty: 10)	
Traffic cones (qty: 150)	
Event tents (qty: 15)	
Other items as negotiated	

2018 Shamrock 'N Roll Road Race In-Kind Sponsorship Donation Form



Please complete this form and either fax, mail or email it to the address below. You may also wish to keep a copy for tax purposes. All donations are tax-deductible within the limits of the section 501(c)3 of the IRS code and benefit The Junior League of Atlanta, Inc. (JLA) and its community partners. A representative of the JLA will contact you to make arrangements and coordinate your donation. For questions, please contact shamrock@jlatlanta.org or (404) 261-7799.

Business Name: _____
(Please print as you wish to be recognized)

Company Contact: _____ Contact Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Email: _____

Company Website: _____

Company Facebook: _____

Company Twitter Handle: _____ Company Instagram Handle: _____

Authorized Signature: _____ Date: _____

DONATION INFORMATION

Donor agrees to provide the following items and/or services to The Junior League of Atlanta, Inc. as an in-kind donation (please provide a complete description of each item, e.g. size, color, services offered, limitations that apply, etc.):

Fair Market Value of Item(s): \$ _____ Expiration Date (If Applicable): _____

** Fair Market Value can only be determined by the donor and is required in order for your gift to be tax-deductible.

How will the donation be delivered?

Mailed to JLA

Representative to Drop-Off

Please return in-kind forms to:

The Junior League of Atlanta, Inc.

Attn: Shamrock 'N Roll Road Race

3154 Northside Pkwy NW, Atlanta, GA 30327

Phone: 404-261-7799 Fax: 404-814-0656

Email: shamrock@jlatlanta.org

Carolina.Margarella@gmail.com

The Junior League of Atlanta, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. The JLA is classified as a public charity under section 509(a)(2) and is exempt under section 501(c)3 of the Internal Revenue Service Code



2018 Shamrock 'N Roll Road Race Vendor Application Form

Hosted by The Junior League of Atlanta, Inc., (JLA) proceeds from the annual Shamrock 'N Roll Road Race are used to financially aid projects and programs of the JLA's area community partners and to train and educate JLA members for effective community service. For more information, contact the 2018 Shamrock 'N Roll Road Race Chair, Carolina Margarella, at shamrock@jlatlanta.org or 404-261-7799.

Vendor Recognition Name: _____
(Please print as you wish to be recognized)

Company Contact: _____ Contact Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Email: _____

Company Website: _____

Company Facebook: _____

Company Twitter Handle: _____ Company Instagram Handle: _____

Authorized Signature: _____ Date: _____

PAYMENT INFORMATION

Booth Space Rental Fee (\$250) _____

Table Rental Fee (\$25) + _____

Total Payment Amount = _____

Each Booth Space is approximately 15'x 15'

For check payment, please make payable to:

The Junior League of Atlanta, Inc.
Attn: Shamrock 'N Roll
3154 Northside Pkwy NW
Atlanta, GA 30327

For Credit/Debit Card Payments:

Visa AmEx Mastercard Discover

Name on Card: _____

CC Number: _____

Expiration Date: _____

Signature: _____

Thank you for your generous support of The Junior League of Atlanta!

The Junior League of Atlanta, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. The JLA is classified as a public charity under section 509(a)(2) and is exempt under section 501(c)3 of the Internal Revenue Service Code.