



• 10K Run • 5K Walk/Run • 1K Kids Run •

WHAT • 40th Annual Franklin Classic featuring a 10k Run, 5K Walk/Run, 1K Kids Run, Kids Zone and much more!

WHEN • Monday September 3, 2018 (Labor Day)

WHERE • Downtown Franklin, TN Public Square

WHY • Proceeds from the Franklin Classic benefit Mercy Community Healthcare by providing the ability to sustain an excellent level of healthcare for more than 6,000 underserved patients in Middle Tennessee. All proceeds from the Franklin Classic go directly to support direct patient care and services.

ABOUT MERCY COMMUNITY HEALTHCARE •

- Approximately 9,000 patients call Mercy Community Healthcare their medical home.
- Mercy Community Healthcare offers services for pediatric primary care, adult primary care, mental and behavioral health as well as care coordination and a pharmacy.
- About 30% of Mercy Community Healthcare's pediatric patients are dealing with chronic diseases such as asthma, diabetes, and heart disease.
- 70% of Mercy Community Healthcare's patients are uninsured, on TennCare (Medicaid) or Medicare.
- A self-pay program is available for patients without insurance.
- Mercy Community Healthcare must raise over \$1 million dollars each year in order to sustain its current level of patient care.
- Mercy Community Healthcare is a 501(c)3 nonprofit organization in Franklin, TN.

If you or your team would like to participate please visit
www.FranklinClassic.org for online registration/donations.



Sponsorship Opportunities

Presenting Sponsor – \$15,000

- **Pre-Event Recognition:** Includes social media promotion, website presence, email blasts, event flyers and press releases
- **Race Day Recognition:**
 - Logo included in print & media materials such as race program, t-shirts, race bib & race banners
 - Recognition during announcements and award ceremony
 - Two 10x10 booth spaces at a location with prime visibility
 - 25 race registrations
- **Other:** Representative quoted in press releases and available for media interviews; Thank you email blast

Platinum Sponsor – \$10,000

- **Pre-Event Recognition:** Includes social media promotion, website presence, email blasts, event flyers and press releases
- **Race Day Recognition:**
 - Logo included in print & media materials such as race program, t-shirts, race bib & race banners
 - Recognition during announcements and award ceremony
 - One 10x10 booth space at a location with prime visibility
 - 20 race registrations
- **Other:** Representative quoted in press releases and available for media interviews; Thank you email blast

Gold Sponsor – \$5,000

- **Pre-Event Recognition:** Includes social media promotion and website presence
- **Race Day Recognition:**
 - Logo included on t-shirts
 - Recognition during announcements and award ceremony
 - One 10x10 booth space at a location with prime visibility and other opportunities at the race site
 - 15 race registrations
- **Other:** Representative quoted in press releases and available for media interviews; Thank you email blast

*Logo visibility consistent with sponsorship level.

*All sponsors will receive a unique sponsor code providing complimentary race registrations based upon sponsorship level.



Sponsorship Opportunities

Silver Sponsor – \$2,500

- **Race Day Recognition:**
 - Recognition during announcements and award ceremony
 - One 10x10 booth space and other opportunities at the race site
 - 10 race registrations
- **Other:** Representative quoted in press releases and available for media interviews; Thank you email blast

Team Sponsor – \$1,000

- Company/Organization name/logo on team sponsor materials including banners at race
- One 10x10 booth space
- 5 race registrations
- Recognition in thank you email blast

Supporting Sponsor – \$500

- Company/Organization name/logo on sponsor banners
- One 10x10 booth space
- 2 race registrations
- Recognition in thank you email blast

Booth Sponsor – \$250

- One 10x10 booth space
- 2 race registrations

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For more information about Sponsorship Opportunities, contact:

Rachel McQuiddy | Marketing Assistant | 615-790-0567 ext. 235 | RachelM@MercyTN.org

Dorothy Bullard | Chief Integrated Care & Communications Officer | 615-814-3412 | DorothyB@MercyTN.org

www.FranklinClassic.org



Additional Sponsorship Opportunities

T-Shirt Sponsor	\$14,000 Volunteer & Support
Equipment Rental Sponsor	\$5,000 Volunteer & Support
Stage Sponsor	\$5,000 Volunteer & Support
Awards/Medals	\$4,500 Volunteer & Support
Runners Food Station	\$4,000 Volunteer & Support
City of Franklin Police (Security)	\$4,000 Invoiced
Portable Restrooms	\$3,000 Volunteer & Support
Sponsors/Volunteers Food Station	\$3,000 Invoiced
Photography (Logo on all runner photos)	\$2,000 Volunteer & Support
Lead Car Sponsor	\$2,000 Volunteer & Support
Band Sponsor	\$1,000 Volunteer & Support
Electrical Services	\$1,000 Invoiced
Finish Line Water Sponsor	\$1,000 Volunteer & Support
Water Stop Station Sponsor	\$500 Volunteer & Support

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