



GOLD RUSH FUN RUN & 5K RACE SPONSORSHIP INFORMATION PACKET

Date:

Friday, April 26th

Times:

Fun Run: 6:30pm
5k Race: 7:00pm

Location:

Old Tiger Stadium
(corner of Bella Vista
and Tiger Blvd)

Registration:

RaceWizard.com or
GoldRush5k.com

ABOUT THE FOUNDATION

It is the mission of the BENTONVILLE SCHOOLS FOUNDATION to:

- ⚡️ **ENRICH** educational opportunities and strengthen student achievement
- ⚡️ **INCREASE** community involvement to promote quality involvement
- ⚡️ **SUPPORT** teaching innovations and initiatives
- ⚡️ **ENCOURAGE** parental participation for students to work at their highest potential
- ⚡️ **RAISE** and provide funding activities and projects which support academic excellence
- ⚡️ **ELEVATE** public awareness of the Bentonville Public Schools Foundation

ABOUT THE RACE

The Gold Rush 5k is Bentonville Schools Foundation's premier fundraising event.

The 2023 race had over 2,900 runners

Sponsors are featured on the race shirts and banners around the race course

Sponsors are listed in our annual report and related marketing

Other recognition available for top level donors



GOLD RUSH 5k AND FUN RUN

Bentonville Schools Foundation

Friday, April 26th, 2024 • 6:30 pm

SPONSORSHIPS



**GOLD RUSH
ELITE
\$10,000**

- Gold Rush Elite sponsors will be mentioned on all advertisements and printed material
- Company name or logo featured prominently on Gold Rush t-shirt & race day banners
- 30 complimentary race registrations
- Social media and website promotion

**TITLE
SPONSORSHIP
\$5,000**

- Will be mentioned on all advertisements and printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 20 Complimentary race registrations
- Social media and website promotion

**DIAMOND
SPONSORSHIP
\$2,500**

- Will be mentioned on advertisements and printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 15 Complimentary race registrations
- Social media and website promotion

**PLATINUM
SPONSORSHIP
\$1,000**

- Will be mentioned on advertisements and printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 10 Complimentary race registrations
- Social media and website promotion

**SILVER
SPONSORSHIP
\$500**

- Will be mentioned on printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 5 Complimentary race registrations
- Social media and website promotion

OTHER MARKETING AROUND RACE

- Promoted in all Bentonville public schools, reaching over 18K households
- Promoted In Celebrate Magazine
- News media coverage of the race
- Promoted in Bentonville businesses



Bentonville Schools
FOUNDATION

479-367-8033 • 500 Tiger Blvd. • Bentonville, AR 72712

www.bentonvilleschoolfoundation.org • foundationbps@bentonvillek12.org

The Bentonville Schools Foundation is a charitable tax-exempt organization, recognized under 26 U.S.C. § 501(c)(3). Federal Tax Identification Number 71-0714284

GOLD RUSH 5k AND FUN RUN

Bentonville Schools Foundation

Friday, April 26, 2024 • 6:30 pm

DONATION FORM



Company name

Company contact name

Phone number

E-mail address

Address

MY SPONSORSHIP:

\$500

\$1000

\$2500

\$5000

\$10,000 or more

Other _____

Table at Race (minimum \$500 sponsorship)

EMAIL COMPANY LOGO TO:

foundationbps@bentonvillek12.org

PLEASE MAIL CHECK TO:

Bentonville Schools Foundation

500 Tiger Blvd

Bentonville, AR 72712

FOR CREDIT CARD PAYMENT AND ANY OTHER QUESTIONS:

foundationbps@bentonvillek12.org



Bentonville Schools
FOUNDATION

479-367-8033 • 500 Tiger Blvd. • Bentonville, AR 72712

www.bentonvilleschoolfoundation.org • foundationbps@bentonvillek12.org

The Bentonville Schools Foundation is a charitable tax-exempt organization, recognized under 26 U.S.C. § 501(c)(3). Federal Tax Identification Number 71-0714284