



CHASING THE DREAM



3RD ANNUAL BLACK CHAMBER OF COMMERCE MLK5K | DIVINE NINE 5K CHALLENGE

SATURDAY, JANUARY 20, 2024 | 7:30AM

KIDS RACES | 1-MILE FUN RUN/WALK | 5K & 10K RUN/WALK

DAN CALLOWAY RECREATION COMPLEX, 1420 W 10TH ST, RIVIERA BEACH, FL 33404



A RACE FOR HEALTH AND ECONOMIC EQUITY

The Black Chamber of Commerce of Palm Beach County is delighted to present the 3rd Annual MLK5K and Divine Nine 5K Challenge. Once again our team of volunteers will be bringing the community together to pay tribute to Dr. Martin Luther King, Jr. in a fun and healthy way.

With an expected 500 participants this year, the MLK5K and Divine Nine 5K Challenge is quickly becoming one of the fastest growing and most diverse athletic events in our area. The funds raised by this event help provide needed training and other support services for aspiring entrepreneurs who are realizing their dreams while providing employment opportunities in mostly under-resourced areas.

Dr. King dedicated his life to helping others overcome racial, socioeconomic and health disparities. We invite you to partner with us as we walk, run and soar our way into a brighter and healthier future for all Palm Beach County residents.

What if Black businesses reached parity with all businesses?



Black businesses would account for 22.6% of all employer firms instead of 4% thus creating 43,969 more Black businesses.



Black businesses would create 13 jobs per firm instead of just 5 thus creating approximately 50,272 new jobs.



Black businesses would pay \$52,573 per employee instead of just \$31,332 increasing total pay by \$643,991,168.

Based on a Brookings report for the Miami-Fort Lauderdale-WPB, FL Metro area using 2019 data.

MLK5K AND DIVINE NINE 5K CHALLENGE



We provide a variety of sponsorship levels for businesses, nonprofits and governmental entities each providing visibility prior to, the day of, and after the event. Please feel free to reach out to us if you have any questions about our sponsorship packages or if your organization has an interest in partnering in a unique way.

SPONSORSHIP PACKAGES

Dream Sponsor

(For Profit \$30,000 / Non-Profit \$15,000)

- Officiate Start of 5K and 10K Races
- Introduction and Speak at Awards Ceremony
- Logo on all bib numbers
- Recognition on Health & Fitness Village Signage
- One year Trustee level sponsorship with Black Chamber
- Banner prominently displayed
- Recognition on stage signage
- Name/logo on all secured media advertising
- Announcement of Company Name on Stage
- 10' x 20' Exhibitor Booth
- Recognition & link on website for 1 year
- Recognition & link on social media
- 20 Complimentary Registrations
- 5 VIP Parking Passes
- 20 Yard Signs with Company Logo
- Recognition on Black Chamber printed ads
- Logo recognition & link on email blasts
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate

Freedom Sponsor

(For Profit \$20,000 / Non-Profit \$10,000)

- Logo on all bib numbers
- Recognition on Health & Fitness Village Signage
- One year Trustee level sponsorship with Black Chamber
- Banner prominently displayed
- Recognition on stage signage
- Name/logo on all secured media advertising
- Announcement of Company Name on Stage
- 10' x 20' Exhibitor Booth
- Recognition & link on website for 1 year
- Recognition & link on social media
- 15 Complimentary Registrations
- 4 VIP Parking Passes
- 15 Yard Signs with Company Logo
- Recognition on Black Chamber printed ads
- Logo recognition & link on email blasts
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate



Equity Sponsor

(For Profit \$10,000 / Non-Profit \$5,000)

- One year Trustee level sponsorship with Black Chamber
- Banner prominently displayed
- Recognition on stage signage
- Name/logo on all secured media advertising
- Announcement of Company Name on Stage
- 10' x 20' Exhibitor Booth
- Recognition & link on website for 1 year
- Recognition & link on social media
- 10 Complimentary Registrations
- 3 VIP Parking Passes
- 10 Yard Signs with Company Logo
- Recognition on Black Chamber printed ads
- Logo recognition & link on email blasts
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate

Legacy Sponsor

(For Profit \$5,000 / Non-Profit \$2,500)

- Announcement of Company Name on Stage
- 10' x 10' Exhibitor Booth
- Recognition & link on website for 1 year
- Recognition & link on social media
- 5 Complimentary Registrations
- 2 VIP Parking Passes
- 5 Yard Signs with Company Logo
- Logo recognition & link on email blasts
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate

Liberty Sponsor

(For Profit \$2,500 / Non-Profit \$1,250)

- 10' x 10' Exhibitor Booth
- Recognition & link on social media (FB and IG)
- 3 Complimentary Registrations
- 1 VIP Parking Pass
- Logo recognition & link on email blasts
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate

Justice Sponsor

(For Profit \$1,000 / Non-Profit \$500)

- 10' x 10' Exhibitor Booth
- 2 Complimentary Registrations
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate

Peace Sponsor

(For Profit \$500 / Non-Profit \$250)

- 10' x 10' Exhibitor Booth
- 1 Complimentary Registration
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate



WHY SPONSOR

- Celebrate the legacy of Dr. Martin Luther King, Jr.
- Demonstrate your organization's commitment to diversity, equity and inclusion
- Receive high visibility before, during and after the event
- Gain exposure to underrepresented market of participants
- Build employee morale and company pride

USE OF FUNDS

- Subsidize the registration costs of historically underrepresented participants thereby encouraging them to improve their health
- Fund educational programs for minority entrepreneurs seeking to establish and grow their businesses
- Help small businesses grow their businesses, hire staff and lift people out of poverty
- Assist with covering facility cost for the E2C
- Support the ongoing operations of the Black Chamber of Commerce of Palm Beach County

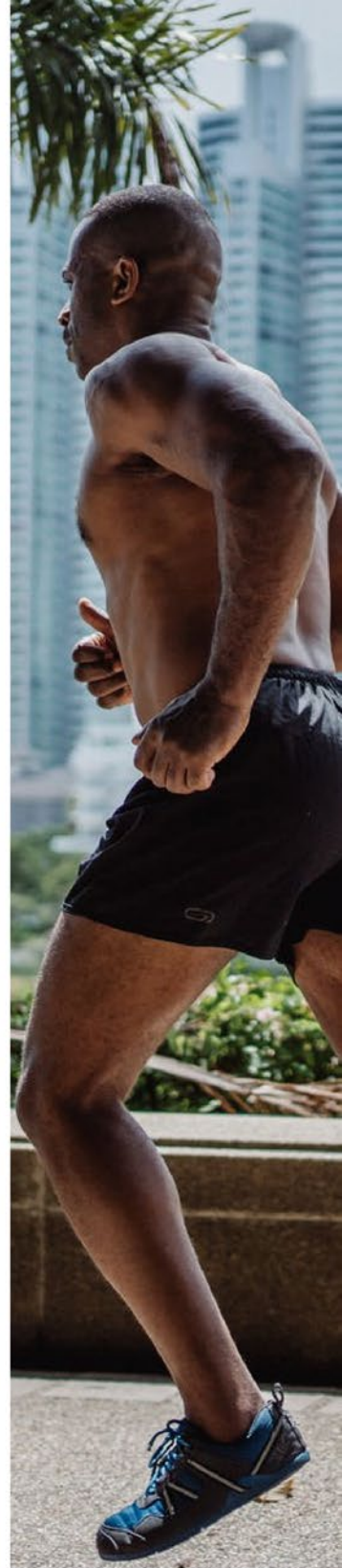


HEALTH & FITNESS VILLAGE

This event is more than just a race, it's an opportunity for participants to truly engage with businesses, non-profits, health agencies and others. Located right in the middle of all the action, the Health & Fitness Village will include booths for our sponsors and community partners where participants can sample products, gather information, learn about your products and services and much more.

TEAMS BUILD MORALE

The Team Awards encourages coworkers, families, fellow Greeks, church members, college alumni and friends to support each other in their journey to get fit. Research shows that people stick with their fitness plans longer when they do it as a team. Teams afford your organization added visibility and you can add value by covering the cost of your team members' entry fees. There will also be awards for the team exhibiting the most spirit, and the largest school, fraternity and sorority teams.



- Historically fewer than 2% of adult runners, triathletes, cyclists and swimmers are African American due to issues of safety, costs, time and other factors.
- White males live approximately 7 years longer than African American males, and White women live more than 5 years longer than Black women.
- The infant mortality rate for African Americans is almost double the national average.
- The median White American in their late fifties had \$251,000 more wealth than the median Black American.
- One Federal Reserve Bank report indicated a 41% decrease of Black business ownership during the pandemic; the largest decline of all racial groups.

SPECIAL SPONSORSHIP OPPORTUNITIES

Medal Sponsor - \$8,000 (Exclusive)

The Medal Sponsor will have their logo on the ribbon for the finisher medals in addition to:

T-Shirt Sponsor - \$5,000 (Exclusive)

The T-Shirt Sponsor will have their name and logo placed prominently on the event t-shirt in addition to:

Swag Bag Sponsor - \$4,000 (Exclusive)

The Swag Bag Sponsor will have their name and logo placed on the swag bag in addition to:

Reusable Water Bottle Sponsor - \$3,000 (Exclusive)

The Reusable Water Bottle Sponsor will have their name and logo placed on the reusable water bottle in addition to:

Water Station Sponsor - \$2,000 (Limited to 3)

The Water Station Sponsors will be provided with signs or can bring their own signs for the water stations and can either man them or be assisted by event volunteers. For increased visibility, the Water Station Sponsors may wish to use their own tent and/or have the individuals staffing the tent wear the sponsor's company shirts. Each Water Station Sponsor will have an opportunity to compete for the Best Water Station Award. In addition, Water Station Sponsors will receive the following benefits:

Mile Marker Sponsors - \$750 (Limited to 6)

Each Mile Marker Sponsor will have their logo placed on one mile marker on the race course in addition to:

Packet Pickup Sponsor - \$250 (Exclusive)

The Packet Pickup Sponsor will have the benefit of potentially hundreds of participants visiting their place of business to pick up their race packets in addition to:

Exhibitor - \$200

Exhibitors receive a 10' x 10' Exhibitor booth with the following options:

- Table
- Chairs
- Exhibitors may bring their own tent and save \$100. Raffle items are encouraged.

In-Kind Sponsor - Varies

The Black Chamber is seeking a variety of In-Kind Sponsors for print media, radio, television, photography, food, beverages, and a variety of other items. Please contact the event organizers at events@blackchamberpb.com for additional information and a customized benefits package.

ICON KEY



Name and logo on all Black Chamber advertising and signs



Registration for participants up to (Number shown in icon)



Appreciation Certificate



logo on t-shirt



10' x 10' Exhibitor booth in Health & Fitness Village



ABOUT THE BLACK CHAMBER OF COMMERCE OF PALM BEACH COUNTY

The Black Chamber of Commerce of Palm Beach County is a 501(c) 6 nonprofit organization dedicated to advancing the economic interests of its members through advocacy, education, information sharing, and resource brokering to maximize their success. The mission of the Black Chamber is to advance the economic interests of our members through advocacy, education, information sharing and resource brokering to maximize their success. We focus resources on the challenges faced by Black-owned and minority businesses.



ABOUT THE EQUITY ENTREPRENEUR CENTER

The Equity Entrepreneur Center (E2C) is a 501(c) 3 nonprofit organization which was started to address the challenges minority-owned businesses have and continue to face with the COVID-19 pandemic. The E2C will provide educational programs to entrepreneurs to counter the negative impacts of COVID-19, racial inequities, social and economic disparities and systemic institutional racism and injustices.



SPONSORSHIP FORM

Please return your completed sponsorship form and payment by Friday, November 10, 2023 to receive full benefits. For faster processing this form can be completed Online at mlk5k.blackchamberpb.com or emailed to events@blackchamberpb.com.

Sponsor Name (as it is to appear) _____

Is this a nonprofit organization: ___ Yes ___ No

Contact Person _____

Email _____

Phone Number ____ - ____ - ____

Address: _____

Street _____

City _____ State ____ Zip Code ____

Website _____

Facebook Handle _____

Sponsorship Level _____ Amount \$ _____

In-Kind Donation / Volunteer Description _____

Payment: ☐ Request Invoice ☐ Credit Card ☐ Check Enclosed
(Make checks payable to: Equity Entrepreneur Center)

Card Number _____ Exp Date ____ / ____ CVC ____

Name on Card _____

Billing Address (if different from above):

Street _____

City _____ State ____ Zip Code ____

Signature _____ Date ____ / ____ / ____

Mailing Address: Black Chamber of Commerce of Palm Beach County
400 Hibiscus Street, Suite 200, West Palm Beach, FL 33401

For any questions regarding sponsorship of the Palm Beach MLK 5/10
Please contact Joseph Sanches, Chair of the MLK 5K Committee at (561) 891-0793 or events@blackchamberpb.com.