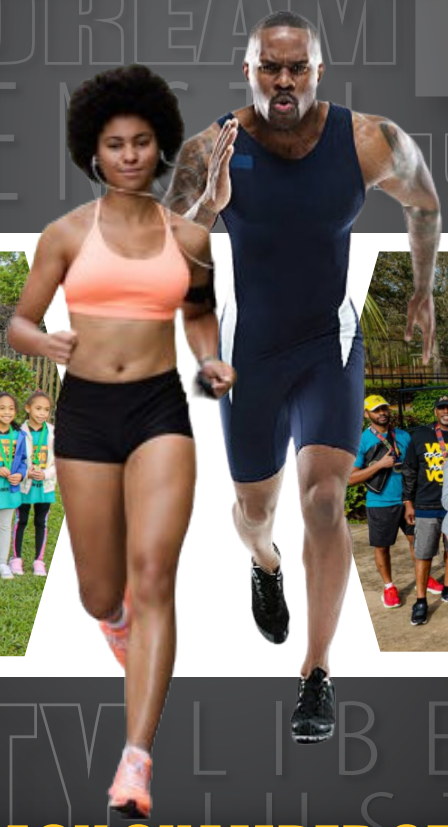
MLK5K

CHASING THE DREAM







4TH ANNUAL BLACK CHAMBER OF COMMERCE

MLK5K | DIVINE NINE 5K CHALLENGE

SATURDAY, JANUARY 25, 2025 | 7:30AM

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

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 4th 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.









Your sponsorship helps address these business disparities:

- **Revenue Disparity: Black-owned businesses generate significantly less revenue than white-owned businesses. On average, Black-owned businesses have annual sales of around $58,000, compared to $552,000 for majority-owned businesses.**
- **Access to Capital: Black entrepreneurs face more significant challenges in securing capital. They are more likely to be denied loans, and when approved, they receive smaller loan amounts at higher interest rates than their white counterparts.**
- **Business Size: Black-owned businesses are more likely to be sole proprietorships or small businesses with fewer employees. Only 4% of Black-owned businesses have paid employees, compared to 23% of majority-owned businesses.**
- **COVID-19 Impact: The COVID-19 pandemic disproportionately affected Black-owned businesses. By mid-2020, the number of active Black-owned businesses fell by 41%, compared to a 17% decline for majority-owned businesses.**
- **Wealth Gap: The racial wealth gap contributes to disparities in business ownership. Black families have, on average, one-tenth the wealth of white families, making it more challenging for Black entrepreneurs to start and grow businesses.**
- **Access to Mentorship and Networks: Black entrepreneurs often lack access to the same networks and mentorship opportunities that white entrepreneurs benefit from, which can be crucial for business growth and sustainability.**





WHY AFRICAN AMERICANS, & OTHERS, NEED TO PRIORITIZE EXERCISE:

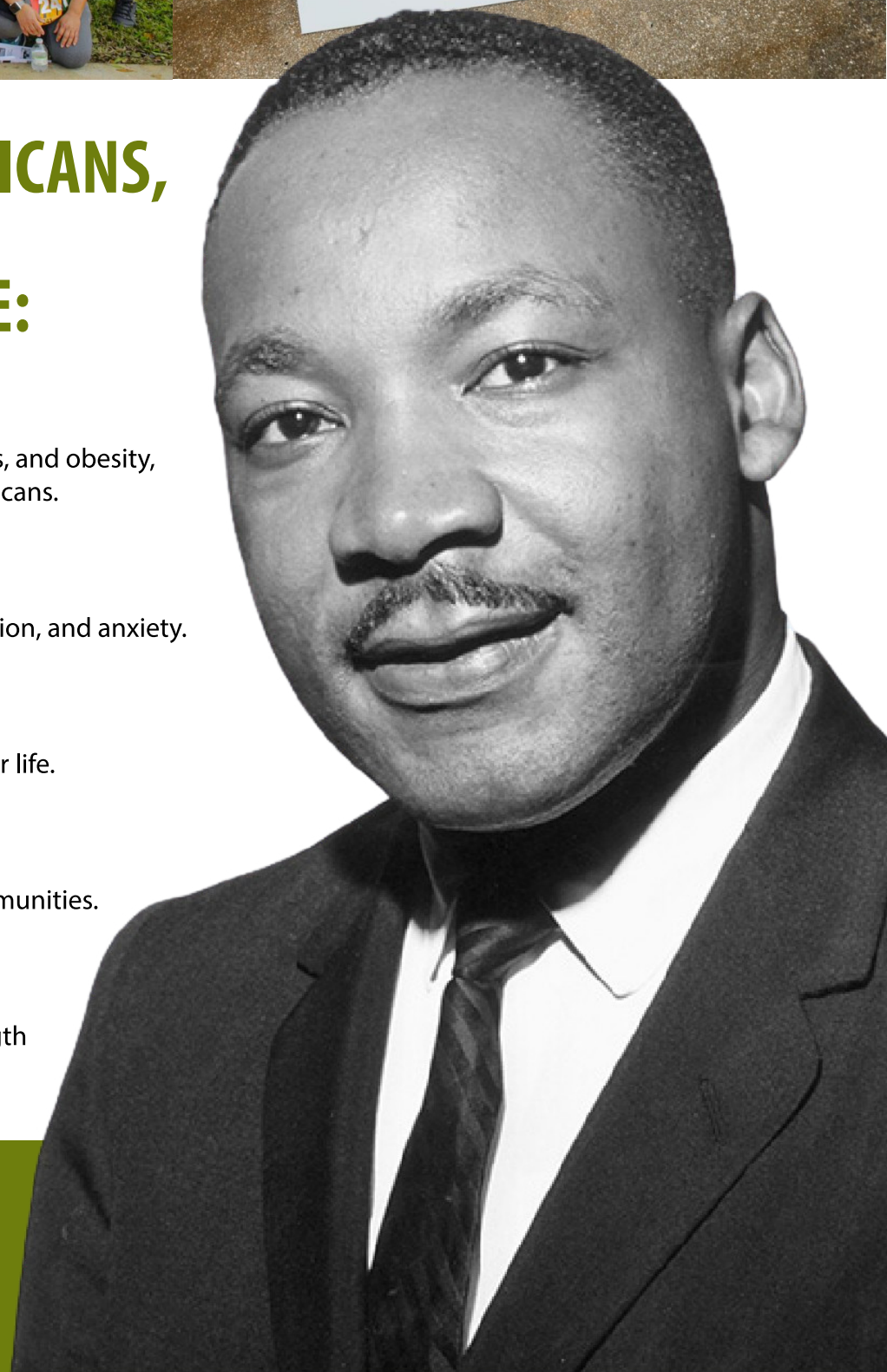
Reduce Chronic Disease:
Exercise lowers risks of heart disease, diabetes, and obesity, which disproportionately affect African Americans.

Improve Mental Health:
Physical activity helps manage stress, depression, and anxiety.

Increase Longevity:
Regular exercise can lead to a longer, healthier life.

Strengthen Community:
Active lifestyles build stronger, healthier communities.

Honor Heritage:
Physical fitness continues the legacy of strength and resilience in African American culture.



MLK 5K

CHASING THE DREAM



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
- 25 Complimentary Registrations
- 10 VIP Parking Passes
- 25 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
- 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

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
- 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

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
- Items in Swag Bag
- Recognition on T-shirts
- Recognition on registration website
- Invitation to Sponsor & Exhibitor VIP Reception
- Appreciation certificate

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:

Kids Zone Sponsor - $7,500 (Exclusive)



Sponsorship of the Kids Zone which includes bounce houses and the area for kids races 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:

Awards Stage Sponsor - $5,000 (Exclusive)



Prominent signage on the stage area where all the awards will be handed out and many of the photos taken 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)



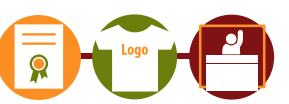
The Water Station Sponsors will be provided with signs or can bring their own signs for the water stations and can either man them or be assisted by event volunteers. For increased visibility, the Water Station Sponsors may wish to use their own tent and/or have the individuals staffing the tent wear 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 (Limited to 2)



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@blackchamberpbc.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

SPONSORSHIP FORM

Please return your completed sponsorship form and payment by Friday, November 8, 2024 to receive full benefits. For faster processing this form can be completed Online at mlk5k.blackchamberpbc.com or emailed to events@blackchamberpbc.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 ___ ___ /___ ___ /___ ___

Scan QR code to fill out and pay online
Mailing Address: Black Chamber of Commerce of Palm Beach County
560 Village Blvd., Ste. 120 #19 | West Palm Beach, FL 33409

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@blackchamberpbc.com.



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.

2 2004 2024 BLACK CHAMBER OF COMMERCE of Palm Beach County



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.

e2C EQUITY ENTREPRENEUR CENTER