

## 30<sup>th</sup> Annual Gary Tillman Memorial Clocktower 5K Road Race and Health Walk



*The Clocktower Road Race is a long standing event that will celebrate its 30th running on August 15, 2015. Ten years ago a non-competitive two mile health walk was added to the 5K and the event was renamed in memory of Exchangite Gary Tillman. The oldest road race in Rome,*

*Clocktower is a runner favorite across Georgia and the Southeast. Participants comprise a variety of ages and skill levels, from children to senior citizens, novice to elite athlete. On average over 550 walkers and runners and 75 volunteers participate in this annual event. All sponsors receive discounted registration fees for employees in addition to marketing opportunities. Proceeds from the race benefit the Exchange Club Family Resource Center for the Prevention of Child Abuse. Your sponsorship is applied directly to the FRC's mission to prevent child abuse and neglect. This is an excellent opportunity for your company to market with a mission.*

### **Presenting \$5000 (at least \$2500 monetary; in-kind must have prior approval)**

- Right to repeat as Presenting Sponsor next year
- Recognition as Event Sponsor throughout pre-race, race and post-race marketing
- Logo displayed prominently on the Finish Line Banner
- Team Registration fee waived for 5 employees to participate in 5K or 2 Mile Health Walk
- Recognition in pre-race publicity, including FRC and Event websites and Facebook pages, Exchange Club of Rome weekly newsletter, newspaper articles, and radio interviews
- Opportunity to set up a booth and display your company banner at the event
- Opportunity to include promotional material in race packet
- Complimentary official Gary Tillman Memorial Clocktower 5K T-shirt (maximum of 10)
- Large company logo on top level of event T-shirt back (given to participants and volunteers)
- Inclusion on Thank You banner at race
- Logo prominently displayed on FRC and event websites with link to your company webpage
- Recognition in Center's Annual Report (250+ distribution)
- Inclusion in Race Packet appreciation insert recognizing sponsors
- Recognition throughout event and at Post-Race Awards Ceremony

### **Diamond \$2500 (at least \$1500 monetary; in-kind must have prior approval)**

- Recognition as Finish Line Sponsor or Health Walk Sponsor (your choice)
- Logo displayed prominently on the Finish Line Banner
- Team Registration fee waived for 3 employees to participate in 5K or 2 Mile Health Walk
- Recognition in pre-race publicity as space allows, including FRC and Event websites and Facebook pages, Exchange Club of Rome weekly newsletter, newspaper articles, and radio interviews
- Opportunity to set up a booth or display your company banner (your choice) at the event
- Opportunity to include promotional material in race packet
- Complimentary official Gary Tillman Memorial Clocktower 5K T-shirt (maximum of 7)
- Company logo on second level of event T-shirts (given to participants and volunteers)
- Inclusion on Thank You banner at race
- Logo on FRC and event websites with link to your company webpage
- Recognition in Center's Annual Report (250+ distribution)
- Inclusion in Race Packet appreciation insert recognizing sponsors
- Recognition throughout event and at Post-Race Awards Ceremony

## **Platinum \$1500 (at least \$1000 monetary; in-kind must have prior approval)**

- Logo displayed on the Finish Line Banner
- Team Registration fee waived for 2 employees to participate in 5K or 2 Mile Health Walk
- Recognition in pre-race publicity as space allows, including FRC and Event websites and Facebook pages, Exchange Club of Rome weekly newsletter, newspaper articles, and radio interviews
- Opportunity to set up a booth or display your company banner (your choice) at the event
- Opportunity to include promotional material in race packet
- Complimentary official Gary Tillman Memorial Clocktower 5K T-shirt (maximum of 5)
- Company logo on third level of event T-shirts (given to participants and volunteers)
- Inclusion on Thank You banner at race
- Logo on FRC and event websites with link to your company webpage
- Recognition in Center's Annual Report (250+ distribution)
- Inclusion in Race Packet appreciation insert recognizing sponsors
- Recognition throughout event and at Post-Race Awards Ceremony

## **Gold \$1000**

- Team Registration fee waived for 1 employee to participate in 5K or 2 Mile Health Walk
- Recognition in pre-race publicity as space allows, including FRC and Event websites and Facebook pages, Exchange Club of Rome weekly newsletter, newspaper articles, and radio interviews
- Opportunity to set up a booth at the event as space allows or to display your company banner at event
- Opportunity to include promotional material in race packet
- Complimentary official Gary Tillman Memorial Clocktower 5K T-shirt (maximum of 3)
- Company logo on fourth level of event T-shirts (given to participants and volunteers)
- Inclusion on Thank You banner at race
- Logo on FRC and event websites with link to your company webpage
- Recognition in Center's Annual Report (250+ distribution)
- Inclusion in Race Packet appreciation insert recognizing sponsors
- Recognition throughout event and at Post-Race Awards Ceremony

## **Silver \$750**

- Complimentary official Gary Tillman Memorial Clocktower 5K T-shirt (maximum of 2)
- Small company logo on bottom level of event T-shirts (given to participants and volunteers)
- Inclusion on Thank You banner at race
- Logo on FRC and Event websites with link to your company webpage
- Recognition in Center's Annual Report (250+ distribution)
- Inclusion in Race Packet appreciation insert recognizing sponsors
- Recognition throughout event and at Post-Race Awards Ceremony

## **Bronze \$500**

- Complimentary official Gary Tillman Memorial Clocktower 5K T-shirt
- Company name below logos on event T-shirts (given to participants and volunteers)
- Inclusion on Thank You banner at race
- Logo on Center and event websites with link to your company webpage
- Recognition in Center's Annual Report (250+ distribution)
- Inclusion in Race Packet appreciation insert recognizing sponsors
- Recognition throughout event and at Post-Race Awards Ceremony

## 2015 EVENT SPONSORSHIP FORM

*YES! I believe in child abuse prevention and I want to market with a mission.  
Please include my company as follows:*

### **Gary Tillman Memorial Clocktower 5K Road Race and Health Walk**

<input type="checkbox"/> <b>Presenting</b>	<b>\$5000</b>
<input type="checkbox"/> <b>Diamond</b>	<b>\$2500</b>
<input type="checkbox"/> <b>Platinum</b>	<b>\$1500</b>
<input type="checkbox"/> <b>Gold</b>	<b>\$1000</b>
<input type="checkbox"/> <b>Silver</b>	<b>\$ 750</b>
<input type="checkbox"/> <b>Bronze</b>	<b>\$ 500</b>

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Primary Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_

Sponsorship commitments must be received no later than July 7, 2015 in order to prepare marketing materials and ensure adequate recognition for our sponsors.

Logos for marketing materials must be submitted in EPS format no later than July 7, 2015 to Gail Johnson at [gailj1@bellsouth.net](mailto:gailj1@bellsouth.net).

Payment of sponsorship is due to the Exchange Club Family Resource Center by August 1, 2015. Please make checks payable to Exchange Club Family Resource Center and mail to 5 Professional Court, Rome, Georgia, 30165. Attn: Kathy Phillips.

For questions please contact Gail Johnson at 706-346-9348 or by email at [gailj1@bellsouth.net](mailto:gailj1@bellsouth.net).

Thank you for your partnership with us in the fight against child abuse and neglect!

# Helping Families Grow Stronger



For the last 24 years, The Exchange Club Family Resource Center has offered a variety of services to help families grow stronger. Through our signature and evidenced-based **Exchange Parent Aide** program, families with children birth to 12 receive:

- In-home Support Visits
- Personalized One-on-One Training
- Customized Solutions for Each Family

We are not a counseling program but a skill-strengthening program that gives parents the information and support they need to create strong families. Our services are offered at no charge as we are supported by the United Way, community service organizations, individual donors, grants, and events like the **Gary Tillman Memorial Clocktower 5K Road Race & 2 Mile Health Walk**.

***76% of families working with our program demonstrate positive improvement with their parenting and life skills!***

## **Other services include:**

**Supervised Visitation:** Provides supervised visits between children and their non-custodial parents. There are fees associated with this program; please call for more information.

## **Parent Education:**

- Divorcing Parents Seminar: Mandated course for divorcing parents of minor children (fees associated with this program; call for more information)
- Parenting classes offered on a variety of topics, e.g. budgeting, child development, behavior management

**Visit our website at [exchangeclubfrc.org](http://exchangeclubfrc.org)  
or call 706-290-0764 to learn more!**