

THE I.S. HANKINS / F.A. JOHNSON EDUCATION FOUNDATION &
THE DELTA XI LAMBDA CHAPTER OF ALPHA PHI ALPHA FRATERNITY, INC.



**PHROZEN
JEWEL RUN**

ORLANDO, FL

**5K / 10K HYBRID
JUNE 8 - 15, 2024**

**ADVERTISING &
SPONSORSHIP**

Booklet



WELCOME MESSAGE



Dear Community Partners, Sponsors, and Supporters,

The I.S. Hankins F.A. Johnson Education Foundation, a 501 (c)(3) charitable organization, in conjunction with the Delta Xi Lambda Chapter (DXL) of Alpha Phi Alpha Fraternity Inc., will host our 6th annual “Phrozen Jewel 5K/10K” Hybrid run/walk from June 8 - 15, 2024. Once again this year’s event is hybrid, participants can run/walk anytime during the 7 day window at the location of their choosing or they can join us in-person at Jay Blanchard Park in Orlando, Florida on June 15, 2024 at 7:06 a.m.

Proceeds will fund our scholarships, Young Men of Distinction (YMOD) mentoring, Head Start To Literacy Initiative, and other foundation programs. We awarded \$35,000 in scholarships in 2023 and expect to exceed that amount in 2024. We delivered over one thousand (1,000) books and large quantities of supplies to head start centers in Orange County last year. We are on pace to exceed that support this year.

Our Foundation has awarded over \$385,000 in college scholarships, sponsored 400+ YMODs, and supported Scouting and other programs to benefit youth in the Central Florida community.

We could not have done that without your support! Therefore, we solicit your sponsorship for our 2024 6th Annual “Phrozen Jewel 5K /10K” Hybrid run/walk so we can continue to encourage youth and community leaders to march onward and upward. Our goal for this event is to raise \$50,000 to support our programs and initiatives. Your support helps us to continue developing leaders and promoting academic excellence.

For more information about this event contact: Lincoln Haynes:
PhrozenJewelRun@gmail.com, or Visit: <https://phrozenjewelrun.com>

On behalf of the I.S. Hankins - F.A. Johnson Education Foundation and the Delta Xi Lambda Chapter of Alpha Phi Alpha Fraternity, Incorporated we thank you in advance for your support.

Sincerely,

Lincoln Haynes

Lincoln Haynes

2024 Phrozen Jewel Co-Chair

BY THE NUMBERS



Books And Large Quantities Of Supplies Donated To Four Orange County Head Start Centers



Scholarships Awarded In 2023

BY THE NUMBERS



PARTICIPATION

2023
MEN - 140
WOMEN - 102
KIDS - 23

2022
MEN - 225
WOMEN - 138
KIDS - 39

2021
MEN - 103
WOMEN - 89
KIDS - 13



SCHOLARSHIP DOLLARS AWARDED

2023
\$35,000.00

2022
\$32,500.00

2021
\$19,700.00



2023 WEBSITE STATISTICS

Unique Visitors
4,489

Avg Visits
3.5

Page Views
13,745



2023 AVERAGE EMAIL OPEN RATE

Subscribers
~**1,725**

Average Open
EMail Rate
47.5%



FACEBOOK

Reach
1,500



INSTAGRAM

Reach
2,018

ADVERTISING PACKAGES

TITLE SPONSOR - \$5,000.00

- Only Available For 1 Company
- Entry For 15 People, With 15 T-Shirts
- Company Tent at Race Registration (Bring Your Own Tent)
- Company Logo on T-Shirt Sleeve
- Company Logo on Race Medal Ribbon
- Company Logo On Event Race Bib
- Company Logo on Finish Line Tape
- Company Logo On All Mile Markers
- Company Logo On Water Table
- Company Logo And Digital Ad On Official Website Page
- Company Logo On Virtual Photo Booth Frame
- "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

PLATINUM SPONSOR - \$3,000.00

- Entry For 10 People, With 10 T-Shirts
- Company Logo On All Mile Markers
- Company Logo And Digital Ad On Official Website Page
- Company Name On Official Event T-Shirt
- Company Logo On Virtual Photo Booth Frame
- "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

GOLD SPONSOR - \$1,000.00

- Entry For 5 People, With 5 T-Shirts
- Company Logo On 5 Mile Markers
- Company Logo And Digital Ad On Official Website Page
- Company Name and Logo On Official Event T-Shirt
- Company Logo On Virtual Photo Booth Frame
- "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

SILVER SPONSOR - \$500.00

- Entry For 3 People, With 3 T-Shirts
- Company Logo On 3 Mile Markers
- Company Logo And Digital Ad On Official Website Page
- Company Name and Logo On Official Event T-Shirt
- "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

BRONZE SPONSOR - \$250.00

- Entry For 1 Person, With 1 T-Shirt
- Company Logo On 1 Mile Marker
- Company Name and Logo On Official Event T-Shirt
- "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

SPONSORSHIP PLACEMENT EXAMPLES



SAMPLE T-SHIRT DESIGN



VIRTUAL PHOTO BOOTH FRAME



SAMPLE RUNNER'S BIB



SAMPLE MEDAL RIBBON

ADVERTISING SPECIFICATIONS

WEBSITE BANNER ADS

720px x 300px. Maximum File Size: 200KB, File Type: JPG, PNG, GIF or HTML5. Please ensure that all files are properly sized to the banner ad space.

LOGO PLACEMENT

The file formats which will be accepted are PDF, EPS, JPG, TIFF, INDD or PSD. The resolution of the file should be 300 dpi or greater. All typefaces must be embedded or linked and submitted with the graphics.

SPONSORSHIP ORDER FROM

TITLE SPONSOR - \$5,000.00

Entry For 15 People, With 15 T-Shirts | Company Tent at Race Registration (Bring Your Own Tent) | Company Logo on T-Shirt Sleeve | Company Logo on Race Medal Ribbon | Company Logo On Event Race Bib | Company Logo on Finish Line Tape | Company Logo On All Mile Markers | Company Logo On Water Table | Company Logo And Digital Ad On Official Website Page | Company Logo On Virtual Photo Booth Frame | "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

PLATINUM SPONSOR - \$3,000.00

Entry For 10 People, With 10 T-Shirts | Company Logo On All Mile Markers | Company Logo And Digital Ad On Official Website Page | Company Name On Official Event T-Shirt | Company Logo On Virtual Photo Booth Frame | "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

GOLD SPONSOR - \$1,000.00

Entry For 5 People, With 5 T-Shirts | Company Logo On 5 Mile Markers | Company Logo And Digital Ad On Official Website Page | Company Name and Logo On Official Event T-Shirt | Company Logo On Virtual Photo Booth Frame | "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

SILVER SPONSOR - \$500.00

Entry For 3 People, With 3 T-Shirts | Company Logo On 3 Mile Markers | Company Logo And Digital Ad On Official Website Page | Company Name and Logo On Official Event T-Shirt | "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

BRONZE SPONSOR - \$250.00

Entry For 1 Person, With 1 T-Shirt | Company Logo On 1 Mile Marker | Company Name and Logo On Official Event T-Shirt | "Thank You" In Event Recap On Website, Facebook, Instagram And Emails

TOTAL DUE: \$ _____

PAYMENT METHOD: **Check** **Credit Card** **Money Order**

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

SPONSOR / ADVERTISER SIGNATURE: _____

Make Checks Payable To: I.S. Hankins / F.A. Johnson Education Foundation

Mail To: Hankins Johnson Education Foundation

P.O. Box 2586 | Orlando, FL 32802

E-Mail Order Form To: PhrozenJewelRun@gmail.com

For More Information Contact: Lincoln Haynes: PhrozenJewelRun@gmail.com

Please respond with your sponsor preference no later than May 15. Please select your payment method in the spaces provided. If a check is not received with this form, an invoice will be issued. Foundation TAX ID# 59-3598318. Company Names / Logos will not be placed without payment. All graphics must be submitted in accordance with the specifications outlined in this booklet. Payment shall be remitted in full with advertisement. ALL GRAPHICS MUST BE RECEIVED BY MAY 15. This order form represents an agreement for the purchase of a sponsorship package. The signor becomes the responsible for payment upon receipt of the completed order form. The I.S. Hankins / F.A. Johnson Education Foundation reserves the right to reject any sponsor or graphic that is deemed inappropriate.



The I.S. Hankins-F.A. Johnson Education Foundation, Inc.

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