

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

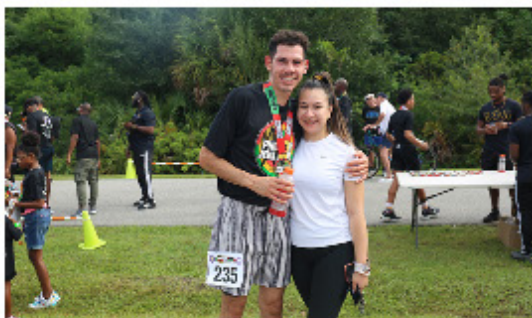
5TH ANNUAL PHROZEN JEWEL

HYBRID 5K WALK / RUN JUNE 10 - 17, 2023



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 5th annual “PHrozen Jewel 5K” Hybrid run/walk from June 10 - 17, 2023. Because 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 Valencia College (West Campus) in Orlando, Florida on

June 17, 2023 at 7:06 a.m.

Proceeds will fund our scholarships, Young Men of Distinction (YMOD) mentoring, Head Start Initiative, and other foundation programs and projects. We awarded \$32,500 in scholarships this year. A member of our YMOD program was selected to attend the National Scout Jamboree in July.. We delivered over one thousand (1,000) books and large quantities of supplies to four head start centers in Orange County. We are on pace to duplicate that support this year.

We could not have done that without your support! Therefore, we solicit your sponsorship for our 2023 5th Annual “PHrozen Jewel 5K /10K” Hybrid run/walk event so we can continue to encourage youth and community leaders to march onward and upward. Our goal for this event is to raise \$40,000 to support our programs and initiatives. Your support helps us to continue our legacy of developing leaders and promoting academic excellence while providing service and advocacy for the Central Florida community.

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

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

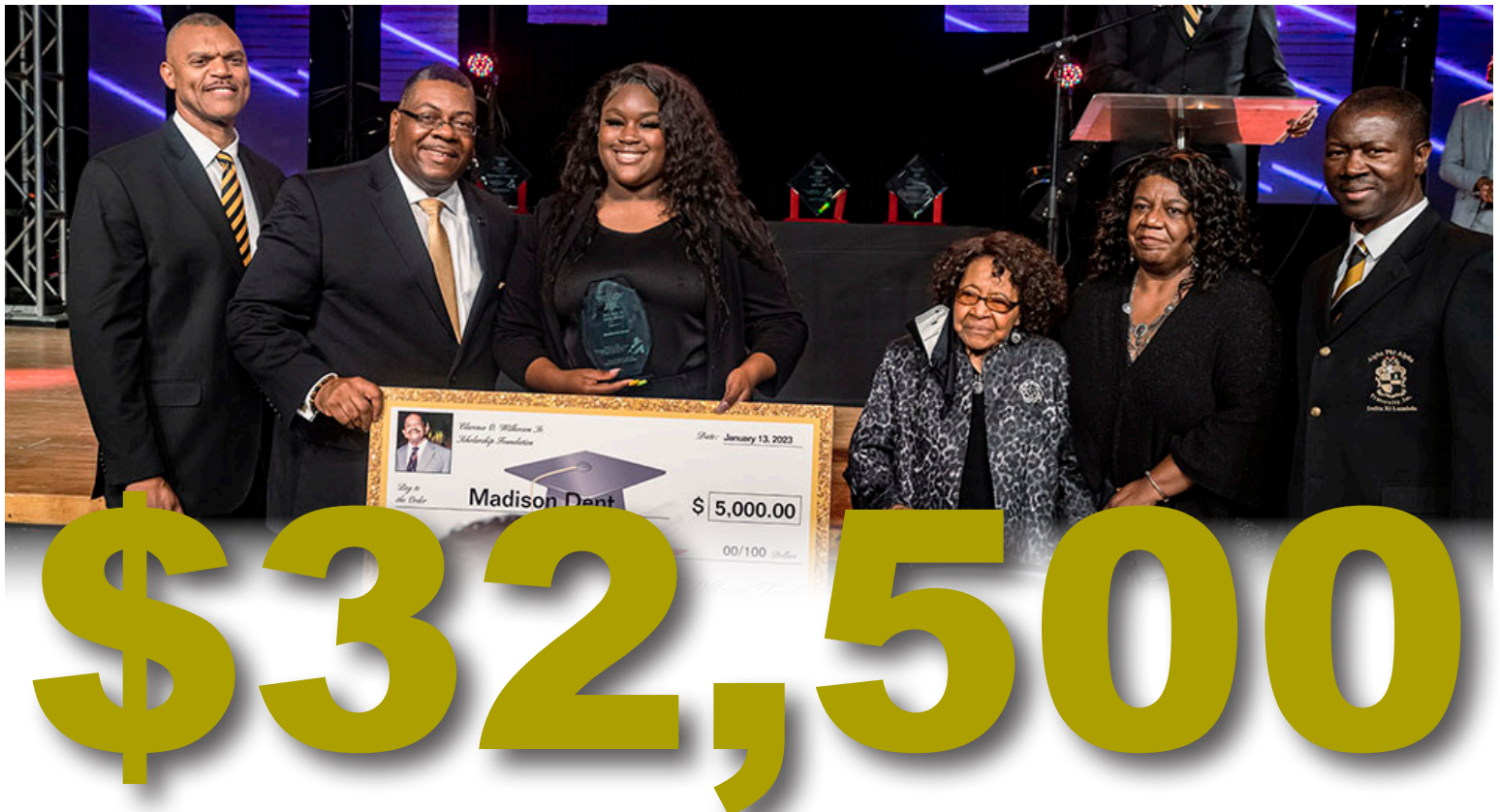
Lincoln Haynes

2023 Phrozen Jewel Co-Chair

BY THE NUMBERS



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



Scholarships Awarded During The 2022-2023 Academic Year



PARTICIPATION

2022

MEN - 225

WOMEN - 138

KIDS - 39

2021

MEN - 103

WOMEN - 89

KIDS - 13



SCHOLARSHIP DOLLARS AWARDED

2022

\$32,500.00

2021

\$19,700.00



2022 WEBSITE STATISTICS

Unique Visitors
3,247

Avg Visits
3.5

Page Views
11,226



2022 AVERAGE EMAIL OPEN RATE

Subscribers
~1,300

Average Open
EMail Rate
46.25%



FACEBOOK

Reach
1,400



INSTAGRAM

Reach
1,900

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
Email 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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Tax ID# 59-3598318