



5K & FAMILY FUN RUN

# 2024 SPONSORSHIP PACKAGE

---

SATURDAY, APRIL 20, 2024  
TOWER GROVE PARK





Hello Friends,

It's hard to believe it's been seven years since we held the first Laura's Run 4 Kids, and we're excited to announce that this year's Run will be in a beautiful new location: Tower Grove Park! I'm looking forward to another year of perfect spring weather (fingers crossed), family and friend groups competing for bragging rights or just enjoying the exercise, and to lots of happy faces. Your event sponsorship will help ensure a great day and successful fundraiser, as well as enable Little Bit students to participate in all of the fun activities.

From the first day I was introduced to the depth and impact of Little Bit programming, I was hooked. I know many of you feel the same. Our kids – every one of them – deserve the opportunity to realize their dreams for the future. This begins with ensuring that every child has what they need for success in the classroom, from basic essentials to challenging curriculum to real-world experiences. It's what The Little Bit Foundation does so thoughtfully, thoroughly, and with the utmost respect for students and families.

I've been privileged to be part of the Little Bit community since 2016, to get to know the leadership and staff and see them at work, to hear from educators and parents about the difference Little Bit makes, to speak to donors and volunteers about the passion we all share, and now to sit on the Little Bit Board of Directors. With a little one of my own (and another on the way), I also have a personal appreciation for everything Little Bit does to support parents with the toughest, most important job there is!

I hope you will consider supporting our efforts through your generous sponsorship. Thank you!

Cheers,

Laura K. Hettiger,  
First Alert 4 Anchor



## About The Little Bit Foundation

Since 2001, Little Bit has worked to eliminate barriers to learning by addressing the basic needs of under-resourced students in the St. Louis region. In area schools, Little Bit brings partnerships and programs that provide for the needs of the whole child, supporting their basic needs, classroom readiness, literacy, and physical and social-emotional health. Through college and career readiness programming, Little Bit also helps students plan and prepare for post-graduation.

[www.thelittlebitfoundation.org](http://www.thelittlebitfoundation.org)



## Laura's Run 4 Kids, benefiting The Little Bit Foundation April 20, 2024 Tower Grove Park

Your support of Laura's Run 4 Kids will keep the spirit of community alive through this annual event, and help us grow participants.

### Laura's Run 4 Kids Target Audiences

Little Bit Community—staff, board members, supporters, friends and family  
Past participants, sponsors, donors  
Volunteers  
Community partners  
Students and Families served by Little Bit  
School Communities served by Little Bit

Furthermore, your involvement aligns your company/brand with a mission that is impacting students across St. Louis City and County through a unique model focused on empowering and equipping students to succeed.



- Programs address needs of the whole child
- One-on-one student interaction preserves student privacy and dignity and supports individualized needs
- Academic enrichment and career immersion programs support student aspirations and contribute to the workforce/economic development of the region
- Community partnerships bring specialized services and academic supports to students and school communities

*“Little Bit’s commitment to supporting the education and career ambitions of students in under-resourced communities is strengthened by every donor contribution. Through the generosity of our Little Bit community, we are able to reach 17,000+ students in more than 50 school communities this year.” - Miranda Walker Jones, President and CEO*

# How the Race Works

Registration opens Monday, March 11<sup>th</sup>!

1. Register yourself, your family, or a team to run or walk our 5k in-person at Tower Grove Park!
2. Spread awareness of your participation and encourage others to join.
3. Come by The Little Bit office to pick up your t-shirt and goodies so you can run in your gear.
4. Show up on Saturday, April 20, 2024 to participate in the 5k or 1-mile fun run.
5. Afterwards, celebrate with us at our Race Village, which will include music, family activities, and free food and drinks!

## What Runners Will Receive

- Complimentary LR4K t-shirt
- LR4K medal for every participant
- Winner certificates by age group
- Little Bit Foundation drawstring bag
- Multiple coupons for local St. Louis businesses
- Food and drink at the race
- Memories for a lifetime and the knowledge that your participation is helping thousands of St. Louis students and families!







## Sponsor Levels

All on-air advertising donated by First Alert 4

### Presenting - \$25,000 (one available)

\*Provides for the essential needs of 125 students during the school year.

- Minimum 60 First Alert 4 promotional spots with verbal recognition (\$10k value)
- One in-studio segment on *Great Day St. Louis* (\$1,500 value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Logo inclusion on event website, communications and race t-shirt
- All social media mentions about the event
- 20 runner entries and t-shirts
- Special PA announcements on race day
- Sponsor Marketing included in race packet
- Branded tent at Race Village



### Race Village Sponsor - \$15,000 (one available) **SOLD OUT**

\*Provides for the essential needs of 75 students during the school year.

- Minimum 60 First Alert 4 advertising spots with visual recognition (\$10k value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Prominent signage and branded tent at Race Village
- Logo inclusion on event website, communications and race t-shirt
- Social media mentions
- 10 runner entries and t-shirts
- Sponsor Marketing included in race packet



### Kids Zone Sponsor - \$12,000 (one available)

\*Provides for the essential needs of 50 students during the school year.

- Minimum 60 First Alert 4 advertising spots (\$10k value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Prominent signage and branded tent at Race Village
- Logo inclusion on event website, communications and race t-shirt
- 7 runner entries and t-shirts
- Sponsor Marketing included in race packet



### School Sponsor - \$10,000

\*Funds the participation and transportation of a school to the event

- Minimum 60 First Alert 4 advertising spots (\$10k value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Prominent signage and branded tent at Race Village
- Logo inclusion on event website, communications and race t-shirt
- 7 runner entries and t-shirts



### Bib Sponsor-- \$7,500

- Logo on runners' bibs
- Logo inclusion on event website & communications
- 5 runner entries and t-shirts

### Water Stop-- \$5,000

- Opportunity to staff water station
- Logo inclusion on event website, communications and signage.
- 3 Runner Entries

### Community - \$2,500

- Logo inclusion on event website and signage
- 2 runner entries and t-shirts

### Friend of Little Bit-- \$1,000

- Logo inclusion on event website and signage





## 2024 Laura's Run 4 Kids SPONSORSHIP AGREEMENT

Sponsor name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Website URL: \_\_\_\_\_

**Sponsorship level (please circle):** Presenting    Race Village    Kids Zone    School  
Water Stop    Community    Friend

Will you provide runners through your sponsorship? (please circle)    Yes    No

Artwork and logos should be submitted to [kelly.roeckle@thelittlebitfoundation.org](mailto:kelly.roeckle@thelittlebitfoundation.org) as follows:

- Logos for t-shirts and signage should be submitted as hi-res (300 dpi) JPEG or EPS
- Logos for webpage should be submitted as 72 dpi JPEG or PNG files
- **Deadline for logo submission is Apr. 1, 2024**

Please make checks payable and mail to: The Little Bit Foundation, Attn. Kelly Roeckle, 1332 Blvd., St. Louis, MO 63132.

To pay by credit card: Card # \_\_\_\_\_ Exp \_\_\_\_\_

CVV \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

### In-Kind Donation

---

(please circle):    I will deliver to Little Bit    Please contact me about pick-up

### **Event Contact**

Kelly Roeckle, Special Events Manager

[kelly.roeckle@thelittlebitfoundation.org](mailto:kelly.roeckle@thelittlebitfoundation.org)

314-669-8131