



# SOUTH END

5K SHUFFLE 1MI

## Sponsorship Opportunities





09.11.21

# SOUTH END SHUFFLE

5K 1MI

SKUFCA LAW

BEACON  
PARTNERS

Wooden  
ROBOT  
BREWERY



## Our Story

The South End Shuffle 5K & Mile Run takes place each year in September in the heart of South End. Started in 2014 by Ron Skufca, this event consists of a 5K and a 1 Mile Run in a festival-like atmosphere bringing together merchants, local businesses, neighbors, and friends in our vibrant South End community. The South End Shuffle has grown from a small event to over 1000 participants in just a few years!

Presented by Skufca Law, Beacon Partners and Wooden Robot Brewery, the South End Shuffle 5K & Mile Run raises money for local non profit organizations making a direct impact on our community.

## Event Beneficiaries



THE  
*Purple Promise Foundation*  
TO END MELANOMA

**The Purple Promise Foundation** is a non-profit public charity, whose primary mission is to raise awareness for the prevention of all forms of skin cancer, recognize and benefit melanoma cancer researchers, and support patients and caregivers while leading the efforts to find better treatment and a cure for melanoma cancer.

Go to [purplepromise.org](http://purplepromise.org) to learn more.



**West Blvd Ministry** is a non-profit organization serving the spiritual and physical needs of the families and communities within the West Blvd corridor to the glory of Jesus Christ. Whether it's mentoring programs, food distribution, neighborhood cook-outs, bible study bingo or our monthly BBQ For Blue to celebrate and encourage the CMPD Westover Division we look to create a space that fosters healthy and lasting relationships.

Go to [westblvdministry.org](http://westblvdministry.org) to learn more.





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## The Perks of Race Sponsorship

Thank you for your interest in sponsoring the 8th Annual South End Shuffle 5k & Mile Run! Race sponsorship is a great way to showcase your business to a concentrated group of individuals with similar interests while supporting the local South End community. Using our event as an advertising medium, your business name and logo can be published on print materials, online advertising, social media announcements, and race day materials.

In 2019, we had over 1,000 race participants! That's a lot of potential exposure for you and your brand! You can also choose to be a part of our race day festival as a vendor to showcase your products or services. With your sponsorship and support, together we can make a difference in the lives of those in the local Charlotte community.







## Sponsorship Levels

### Presenting — \$5000

- Your business name will be attached to the event name, placing you whenever and wherever the race is advertised.
- Premier Location of Logo on Website, Advertisements, T-Shirt, and emails
- Social media mentions
- Listed in Race Day Announcements
- 10 Free Entries to the Event
- Race Packet Insert
- Table at Festival Area
- Banner at the Finish Line

### Gold — \$1500

- Naming Rights and Special Recognition for one of the following: awards ceremony, water station, or Mile Run
- Premier Location of Logo on Website, and Race Newsletter
- Special feature story on one pre-race newsletter (emailed to over 2,000 prior participants)
- Social Media Mentions
- Listed in Race Day Announcements
- 5 Free Entries to the Event
- Race Packet Insert

### Silver — \$500

- Logo on Website
- Social Media Mentions
- Listed in Race Day Announcements
- 2 Free Entries into the Event
- Race Packet Insert
- Table at Festival Area
- Banner Recognition at Event

### Bronze — \$100

- Logo on Website
- Race Packet Insert

**All sponsors will be invited to a Sponsor Appreciation Event at Wooden Robot Brewery.**

**Date and time TBD.**

**For additional sponsorship options or for more information, please contact Silvia Skufca.**

**704.574.4658 | [silvia@skufcalaw.com](mailto:silvia@skufcalaw.com)**