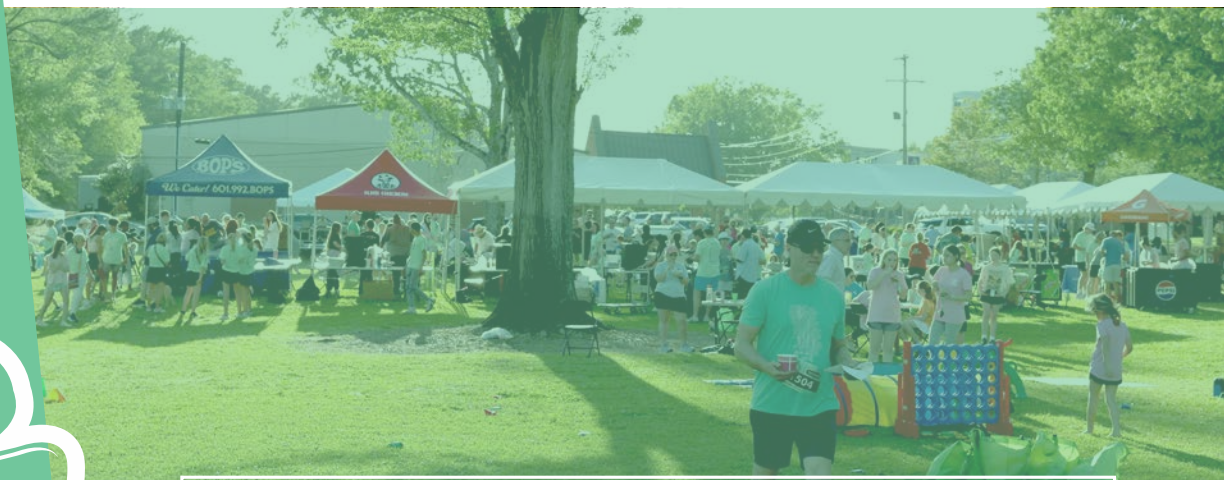




13TH ANNUAL
LEAP
the
LILY PAD



13TH ANNUAL LEAP FOR THE LILY PAD
EVENT SPONSORSHIP PACKET



WHO YOU ARE SUPPORTING

Your sponsorship of the 13th Annual Leap for The Lily Pad will support the mission of The Lily Pad Café. The café employs & trains young adults with intellectual and developmental disabilities and equip them with the tools necessary to obtain employment by local businesses. In past years this event has attracted more than 1,200 participants who came to celebrate inclusion and enjoy a fun, family friendly awareness evening. We've been building our audience back since 2020 and growing each year.

This event kicks off with a 5K run/walk and a fun run, and follows with live music, kids play pad area with activities, games and a sensory tent, great food and drinks donated by local businesses. Thanks to generous contributions like yours, we currently have 11 interns working at our cafe that opened in December 2024. We hope to begin working with our current interns to find employment within the community and beginning our search for new students/interns to begin The Lily Pad Training Academy Program.

All specialty sponsorships in this packet are available on a first come first serve basis and for monetary donors only. Please note commitment dates on under sponsor benefits and commitment form. The sooner we receive sponsorship commitments, the sooner we can begin advertising based on selected sponsorship level benefits.



TITLE SPONSOR - **SOLD**

- Logo on participant medals for the 5k & 1 mile fun run Events.
(Must commit to sponsorship by March 3)
- 3 Specialty Sponsorships of Choice (Stage Sponsor, Finish Line Sponsor, Bag Sponsor, & Play Pad Sponsor) Donor receives the signage and specialty benefits included in these.
- Up to 30 complimentary registrations (any type)
{Number of registration for selected specialty sponsorships are not combined.
i.e. Stage Sponsor(20) + Bag Sponsor(15) + Finish Line Sponsor (15) does not equal (50) complimentary registrations for the title sponsorship.}
- An opportunity to make remarks during the event
- Company Representation during award presentation
- Email spotlight promotion
- Company logo displayed on a FINISH LINE SHUTE banner
- Social media promotion
- An onsite table/tent provided at the race event
- Company logo on front of all participant t-shirts
- Prominent Email Blast Recognition
- Company logo included on event website
- Company logo included on race day banner.
- One company promotional item to be included in all participant race bags
(item to be provided by you)
- Company logo included on marketing materials produced after receipt of logo and sponsorship payment

* (100% Monetary Sponsors Only. Not available for in-kind trade.)

STAGE SPONSOR - \$7,000

- Logo on branded stage banners/signage
- Up to 20 complimentary registrations (any type)
- Email spotlight promotion
- Company logo displayed on a FINISH LINE SHUTE banner
- Social media promotion
- An onsite table/tent provided at the race event
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- One company promotional item to be included in all participant race bags
(item to be provided by you)
- Company logo included on race day banner.
- Company logo included on marketing materials produced after receipt of logo and sponsorship payment

* (100% Monetary Sponsors Only. Not available for in-kind trade.)

** (Sponsorship subject to availability if selected by title sponsor)



BAG SPONSOR - SOLD

- Logo on race branded participant bags
- Up to 15 complimentary registrations (any type)
- Email spotlight promotion
- Company logo displayed on a FINISH LINE SHUTE banner
- Social media promotion
- An onsite table/tent provided at the race event
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- One company promotional item to be included in all participant race bags (item to be provided by you)
- Company logo included on race day banner.
- Company logo included on marketing materials produced after receipt of logo and sponsorship payment

* (100% Monetary Sponsors Only. Not available for in-kind trade.)

** (Sponsorship subject to availability if selected by title sponsor)

FINISH LINE SPONSOR - SOLD

- Logo on race branded finish line archway signage
- Up to 15 complimentary registrations (any type)
- Email spotlight promotion
- Company logo displayed on a FINISH LINE SHUTE banner
- Social media promotion
- An onsite table/tent provided at the race event
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- One company promotional item to be included in all participant race bags (item to be provided by you)
- Company logo included on race day banner.
- Company logo included on marketing materials produced after receipt of logo and sponsorship payment

* (100% Monetary Sponsors Only. Not available for in-kind trade.)

** (Sponsorship subject to availability if selected by title sponsor)



PLAY PAD SPONSOR - **SOLD**

- Company Logo on play pad (kids zone) entry signage
- Company Logo on sponsored signage for Sensory Tent
- Up to 15 complimentary registrations (any type)
- Email spotlight promotion
- Company logo displayed on a FINISH LINE SHUTE banner
- Social media promotion
- An onsite table/tent provided at the race event
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- One company promotional item to be included in all participant race bags (item to be provided by you)
- Company logo included on race day banner.
- Company logo included on marketing materials produced after receipt of logo and sponsorship payment

* (100% Monetary Sponsors Only. Not available for in-kind trade.)

** (Sponsorship subject to availability if selected by title sponsor)

VIP SPONSOR - \$3,500

- Up to 12 complimentary registrations (any type)
- Email spotlight promotion
- Company logo displayed on a FINISH LINE SHUTE banner
- An onsite table/tent provided at the race event
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- One company promotional item to be included in all participant race bags (item to be provided by you)
- Company logo included on race day banner.
- Company logo included on marketing materials produced after receipt of logo and sponsorship payment



GOLD SPONSOR - \$2,500

- Up to 10 complimentary registrations (any type)
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- One company promotional item to be included in all participant race bags (item to be provided by you)
- Company logo included on race day banner.

SILVER SPONSOR - \$1,500

- Up to 5 complimentary registrations (any type)
- Company logo on all participant t-shirts
- Email Blast Recognition
- Company logo included on event website
- Company logo included on race day banner
- One company promotional item to be included in all participant race bags (item to be provided by you)

BRONZE SPONSOR - \$500

- Up to 2 complimentary registrations (any type)
- Company logo on all participant t-shirts
- Company logo included on event website
- One company promotional item to be included in all participant race bags (item to be provided by you)



SPONSORSHIP AGREEMENT FORM

CONTACT INFORMATION

Name of Company/Institution (Print exactly as it should appear in print publications)

Address

City / State / ZIP

Contact Person / Title

Phone / Email

SPONSORSHIP LEVEL SELECTION

TITLE SPONSOR - **SOLD**

STAGE SPONSOR - \$7,000

BAG SPONSOR - **SOLD**

FINISH LINE SPONSOR - **SOLD**

PLAY PAD SPONSOR - **SOLD**

VIP - \$3,500

GOLD - \$2,500

SILVER - \$1,500

BRONZE - \$500

I would like a 10x10 tent provided for my business on the day of the event for an additional \$150 fee. (+\$150)

NOTE: FULL PAYMENT, CONTRACT & LOGOS DUE 3.22.2025 UNLESS OTHERWISE NOTED ON SPONSOR BENEFIT LIST TO ENSURE INCLUSION ON PRINTED MATERIALS. SEND QUESTIONS TO KRISTIN@THELILYPADMS.COM.

All checks should be made payable to The Lily Pad Foundation & mailed to:
The Lily Pad, P.O. Box 501, Madison, MS 39130.

The Lily Pad Foundation is a nonprofit 501(c)(3) charity (Federal Tax Exempt ID: 90-1499279).



2024 EVENT DEMOGRAPHICS

Registrants by Cities in Mississippi

Madison	290
Ridgeland	94
Brandon	87
Jackson	42
Canton	20
Pearl	20
Clinton	20
Flowood	13
Florence	12
Vicksburg	11

Registrants by State

MS	681
FL	3
TN	3
LA	2
MI	2
OK	2
GA	1

Estimated 84.5% of our event was attended by Tourists

515 of the 609 pre-registered participants of our event were from outside of Ridgeland, MS.

(These numbers reported above by state and region only reflect online pre-registrations only. We had 141 additional in person registrations during packet pickup and day of walk up.)

2024 Total Registration Numbers by Event

Fun Run Participants

196

5k Run Participants

264

5k Walk Participants

175

0.0 Race Participants

78

Food Row Only Participants

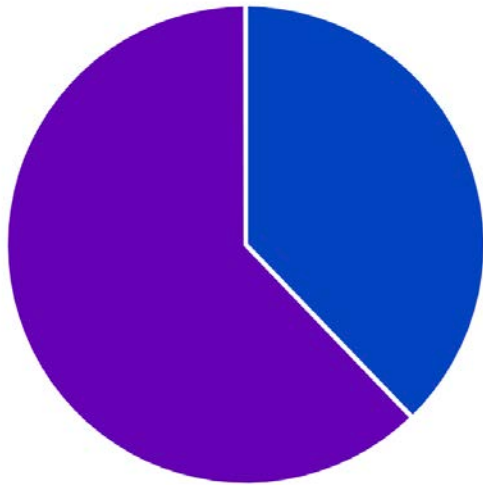
93

Total Participants

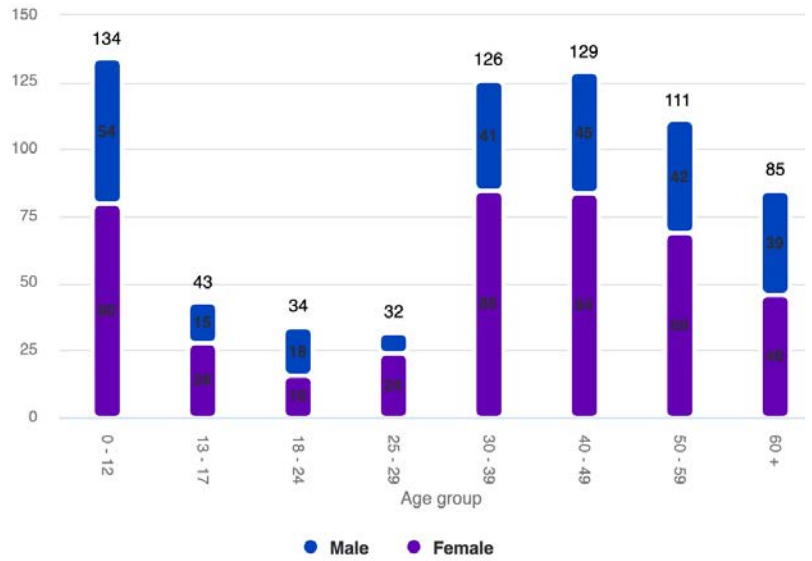
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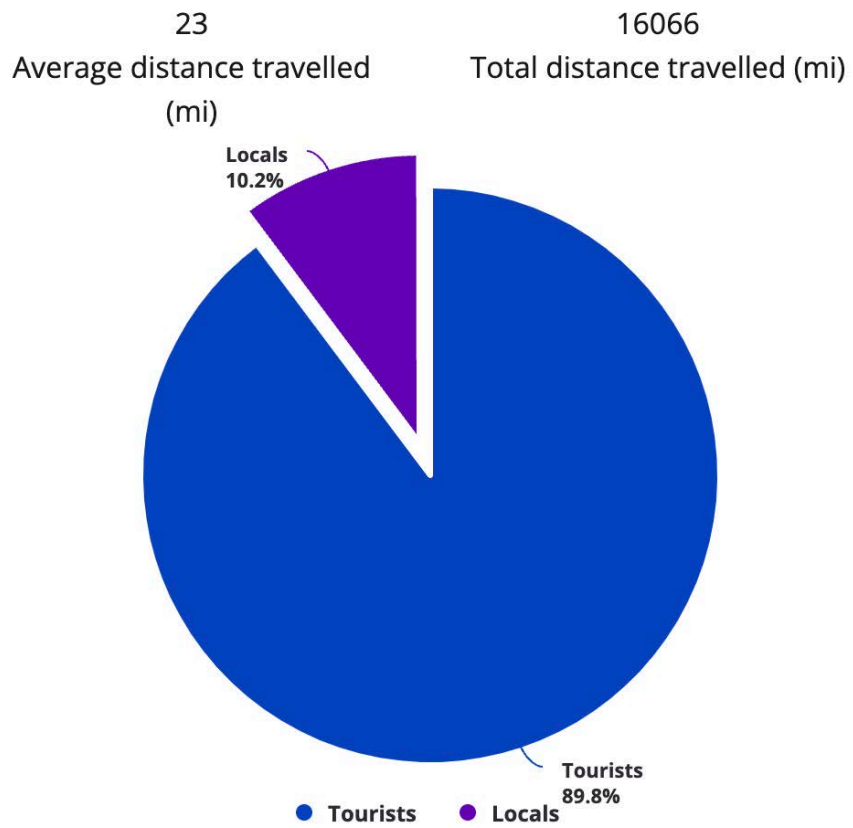
Demographics Based on Gender



Demographics Based on Gender and Age



Local Vs Tourist based on <2mile travel



Distance travelled: 2 mi