

RUN
WALK
+ROLL
BiACK 5K/1M



SPONSORSHIP

Saturday, September 6, 2025
Coldstream Park, Lexington, KY



ABOUT US

The Brain Injury Alliance of Central Kentucky (BiACK) serves those affected by brain injuries in the Central Kentucky area through outreach and advocacy. Our vision is rooted in service and moving forward with intention through outreach and advocacy.

501c3
EIN #92-3512533

[**BIACK.ORG**](https://www.biack.org)

THE EVENT

We are dedicated to building a stronger, more united community where everyone can feel welcome and supported. Our annual 5K/1M Run Walk Roll is a fun, inclusive event that brings people of all ages and abilities together. Whether you run, walk, or roll any distance, you'll have a great time while supporting a great cause. BiACK is committed to creating lasting change in our community, and our projects reflect that mission.



WHY SPONSOR

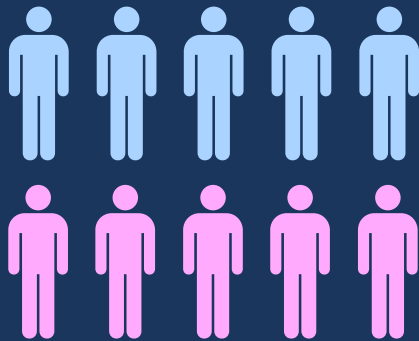
Sponsorship of BiACK enables us to provide essential support and resources to those who are affected by brain injuries and their caregivers. Your sponsorship will make a significant impact in the lives of those we serve. With your help, we can continue to provide education, advocacy, and support to those who are navigating the complexities of brain injuries.

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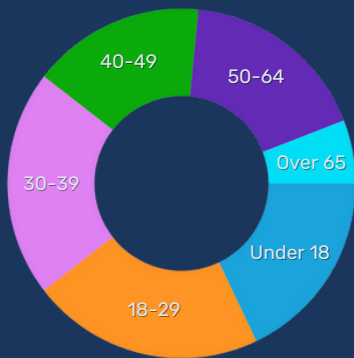
HIGHLIGHTS FROM 2024



50% Male Attendance **50%** Female Attendance



\$16,000
Raised



AGES



400+
In Attendance

2025 SPONSORSHIP LEVELS

	Presenting \$3,000	Run \$2,000	Walk \$1,000	Roll \$500	Supporting \$250	Distance Marker \$100	In-Kind
Speaking opportunity & provide branded items	.						
Logo on race arch	.						
Logo on race bibs	.	.					
Logo on BiACK website	.	.	.				
Logo on event poster	.	.	.				
10'x10' Exhibit space	Premium Location	Premium Location	Exhibit Location	Exhibit Location	Exhibit Location		
Complimentary registration	10 individuals	8 individuals	6 individuals	4 individuals	2 individuals		
Posts on social media & eBlast	10	8	6	4	2		
Supports attendance for TBI survivors	10	8	6	4	2		
Recognition on T-shirt	Prominent logo placement	Secondary logo placement	Logo placement	Logo placement	Name/Text Placement		Name Placement
Recognition on event day signage	Logo	Logo	Logo	Logo	Name	Logo on (1) Distance Marker	Name
Recognition on event website	Logo	Logo	Logo	Logo	Name	Name	Name

TAKE THE NEXT STEP

1

Register

biack.org/rwr

2

Pay

online or “offline” via check

3

Upload

your hi-res logo

QUESTIONS?

Ethan Mills/Director

emills@biack.org

(859) 948.9641

