

Saturday, April 27, 2024
West Shore Park
Baltimore, MD
(Rain or Shine)

5K FOR THE HEALTH OF IT!



 **HealthCare
Access**
MARYLAND
COVERAGE. CARE. CONNECTIONS.

Who We Are

For over 26 years, HealthCare Access Maryland (HCAM) has been working to improve health and health equity in Maryland. First, we help individuals and families enroll in affordable health coverage. Additionally, we work one-on-one with them to remove the barriers they face to accessing the care and services they and their families need to live healthy lives. Our programs are diverse in what they do and who they serve but are united by HCAM's devotion to making access to health care and healthy living equitable for all Marylanders, especially those who face the biggest hurdles to getting the care they need.

HCAM serves more than 80,000 Maryland residents each year, including programs serving children and youth in foster care, pregnant and post-partum women, justice-involved residents, and individuals living with mental health and substance use conditions.

Based in downtown Baltimore, we provide services in Baltimore City and Baltimore, Anne Arundel, Howard, Frederick and Carroll counties.



Become a Sponsor

We invite you to become a sponsor of this 3rd annual event. Sponsoring HealthCare Access Maryland's **5K For the Health of It!** supports our mission, specifically by raising funds to support programs connecting residents across Maryland to health insurance, care, and other vital community resources.



BENEFITS OF SPONSORSHIP

Your sponsorship of the 5K For the Health of It! includes benefits that will boost your company brand, inspire your employees, and show your organization's strong philanthropic commitment to creating a healthier Maryland. By becoming a sponsor, your business will have multiple branding opportunities in front of the participating individuals and the community at large. In addition, the HCAM 5K For the Health of It! is a great opportunity to **engage your team in a company-wide activity that promotes team building and wellness.**

Become a sponsor today for a healthier Maryland, inspired employees, and the opportunity to reach an engaged audience. We hope to see you on race day!



Event Details



The 2024 5K *For the Health of It!* celebrates HealthCare Access Maryland's mission of making Maryland healthier. This event will raise critical funds to support our programs and allow us to continue to connect Marylanders to health insurance, care coordination, and supportive services.

DATE & TIME

Saturday, April 27, 2024 (Rain or Shine)

- Registration – 8am
- Race – 9am

LOCATION

West Shore Park
401 Light Street
Baltimore, MD 21202

VIRTUAL PARTICIPATION

Individual supporters will additionally have the opportunity to participate virtually in this hybrid event.

COVID-19 PRECAUTION

The safety of our event participants, volunteers, and staff is the highest priority of HCAM. All attendees are required to follow the latest COVID-19 guidelines from the Centers for Disease Control (CDC), state, and Baltimore City regulations. HCAM will closely monitor guidelines and keep our partners and participants updated.

SPONSORSHIP LEVELS	Champion \$10,000	Trailblazer \$5,000	Sprinter \$2,500	Jogger \$1,000	Supporter \$500	Friend \$250
Logo on all Event Promotion	✓	✓	✓	✓	✓	✓
Complimentary Race Entries/ Race T-shirts	15	10	8	6	4	2
Logo on Sponsorship Walkway	✓	✓	✓	✓	✓	
Race T-shirt Recognition	Logo Most Prominent	Logo Top Large	Logo Middle Medium	Logo Bottom Smallest	Business Name Listed	
Social Media Shout-Outs	✓	✓	✓	✓		
Promotional Item in Race Goodie Bag <i>(Items must be sent to HCAM office by 4/12/24)</i>	✓ Opportunity to Brand Goodie Bag	✓	✓			
Sponsor/Vendor Table	✓	✓				
Logo on Selfie Frame and Signage at Event Kick Off	✓	✓				
Logo on Race Bib	✓					
Logo/Branding on Save the Date/Announcement *	✓					
Spotlight organization in dedicated race email	✓					
Recognition in Annual Report	✓					
Race Celebration Remarks	✓					




* If sponsorship is confirmed by November 1st, 2023

Become a Sponsor Today!

1 - COMPLETE AND SUBMIT THE SPONSORSHIP COMMITMENT FORM

Please send forms to Caitlin Mulrine along with sponsorship contribution. All checks should be made out to “HealthCare Access Maryland.” Sponsorship contributions can additionally be made online at the link below.

The deadline to become a sponsor is **March 22, 2024.**

 <h3>By Email</h3> <p>cmulrine@hcamaryland.org Subj: 5K Sponsorship – Organization Name</p>	 <h3>By Mail</h3> <p>HealthCare Access Maryland Attn: Development/Caitlin Mulrine 1 N. Charles Street, Suite 900 Baltimore, MD 21201</p>	 <h3>Online</h3> <p>https://bit.ly/3LMSHcE</p>
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2 - EMAIL YOUR HIGH RESOLUTION COMPANY LOGO TO JORDAN SOSANYA

Please provide your logo in the following formats: png and eps.

Jordan Sosanya

jsosanya@hcamaryland.org

Subj: 5K Sponsor Logo – Company Name



Contact

If you have any questions about sponsorship opportunities, please contact Caitlin Mulrine, Director of Development and Major Giving, at cmulrine@hcamaryland.org.