



# GK5K 2020

GLOBAL KIDS VIRTUAL 5K RUN/WALK

**OCTOBER 31<sup>ST</sup>, 2020**



Global Kids®

# VIRTUAL GK5K

Global Kids is proud to be hosting our first ever Virtual 5K Run/Walk on October 31, 2020.

We expect more than 300 alumni, current students, staff members, donors and corporate team participants to join us.

This year's virtual GK5K will take place at individual runner's preferred tracks over the course of nine days from the Kick-Off Event. A LIVE Online Kick-Off Event will be held at Flushing Meadows, Queens, and streamed LIVE on GK's Facebook channel. A Closing Ceremony will be held at the end of the Run/Walk period and also streamed live

# ABOUT GLOBAL KIDS



Global Kids educates, activates and inspires youth from underserved communities to take action on critical issues facing our world. Through in-school, after school, and summer programs, young people are provided with the skills and knowledge necessary to achieve academic success, develop their college and career readiness, and come into their own as global citizens.

# THE IMPACT OF COVID-19



During the COVID-19 pandemic, we rapidly augmented our direct service offerings to support our students and their families by providing counseling and case management; shifting our education, wellness, and youth programs online to prevent learning loss and engage at-risk students; and distributing food to our neediest families.

The overwhelming majority of Global Kids students come from low-income neighborhoods and ethnic groups that have been disproportionately impacted by the COVID pandemic, both financially and healthwise, due to disparities in housing, employment and food access. Studies suggest that BIPOC students will experience more than 9 months of learning loss compared to their white peers.

# GLOBAL KIDS 5K RUN/WALK



Proceeds from the Global Kids 5k Run/Walk will support Global Kids' College and Career Readiness Program, which provides critical programming and support to youth as they prepare for life after High School.

Throughout this program, youth explore their academic and career options and set goals, receive one-to-one support with the college application process, participate in career days and partner organizations and corporations, engage in panel discussions with professionals from multiple sectors, receive career readiness training, go on college trips, and have opportunities to be placed in internships and summer work experiences.

This program is more important than ever due to COVID - students are learning online, not getting the support they need to apply to college. GK is providing one-on-one support to ensure they are successful.



# MARATHON

## SPONSORSHIP LEVEL

**\$26,200**

- 26 complimentary runner registrations for the event
- Opportunity for 30 second pre-recorded video to be shown during pre-race online LIVE broadcast on Facebook and Youtube
- Large placement of the company logo on digital banner
- Placement of company logo as presenting sponsor on GK website pop-up window leading to GK5K site, and large placement of company name and logo on site
- Large placement of company logo on Front Stream Peer to Peer fundraising website
- Large placement of the company logo on running buff
- Featured as Presenting Sponsor on runner bib
- Featured in all press and media as Presenting Sponsor
- Featured in all social media highlights



# HALF-MARATHON

## SPONSORSHIP LEVEL

**\$15,000**

- 15 complimentary runner registrations for the event
- Opportunity for 20 second pre-recorded video to be shown during pre-race online LIVE broadcast on Facebook and Youtube
- Medium size placement of the company logo on digital banner
- Company name and medium size logo featured on GK5K Website
- Medium size placement of the company logo on running buff
- Medium size company logo featured on runner bib
- Medium size placement of company logo on Front Stream Peer to Peer fundraising website
- Featured in all social media highlights

# CROSS COUNTRY

## SPONSORSHIP LEVEL

\$10,000

- 10 complimentary runner registrations for the event
- Opportunity for 20 second pre-recorded video to be shown during pre-race online LIVE broadcast on Facebook and Youtube
- Company logo featured on GK5K Website
- Small size placement of company logo on Front Stream Peer to Peer fundraising website
- Small size placement of the company logo on running buff
- Small size company logo featured on runner bib
- Featured in all social media highlights



# 5K

**SPONSORSHIP LEVEL**

**\$5,000**

- 5 complimentary runner registrations for the Virtual Event
- Company name listed on GK5K Website
- Company name listed on Front Stream Peer to Peer fundraising website
- Small size placement of the company logo on running buff
- Small size company logo featured on runner bib
- Featured in all social media highlights

# TRACK TEAM

**SPONSORSHIP LEVEL**

**\$2,500**

- 4 complimentary runner registrations for the event
- Featured in all social media highlights
- Company mention at closing event
- Company name featured on GK5K Website



# 100M DASH

SPONSORSHIP LEVEL

\$1,000

- 2 complimentary runner registrations for the event
- Featured in all social media highlights
- Company mention at closing event
- Company name featured on GK5K Website

# INQUIRIES

The background of the entire image is a photograph of a marathon race. In the foreground, a runner in a black singlet with the number '3' is crouching in a starting position. Behind them, a large crowd of runners and spectators is gathered on a paved road. Many people are wearing yellow shirts, likely volunteers or staff. The scene is outdoors with trees and a building visible in the background. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing white text. At the top, a yellow banner with the word 'INQUIRIES' in white capital letters is positioned diagonally.

For inquiries regarding sponsorships,  
please contact GK's Director of Development:

***Katie Tynes***

212-226-2116

[katie@globalkids.org](mailto:katie@globalkids.org)

# GK5K 2020

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It is now more important than ever to provide GK's life-changing programs to students who will be left behind by city budget cuts that are eliminating counselling and other services. The future success of youth from our most vulnerable, hardest hit communities depends on our continued ability to provide our College & Career program.



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