



Dear Prospective Sponsor:

Georgia 811 is hosting our 6<sup>th</sup> annual Georgia 811 5K Event August 11 – September 12, 2021. Last year we pivoted and went to a fully virtual option. While most covid restrictions have been lifted, many of our participants may still choose to participate in a virtual event. Therefore, our 2021 event will offer a combination IN-PERSON and VIRTUAL event. **Please help us spread the message across various media outlets of just how important it is to contact Georgia 811 before digging by sponsoring this event.**

This year our participants can walk, run, or jog 5 kilometers while social distancing, any time between our 5K virtual launch date of August 11 (aka, 811 Day!) and September 11. The event will kick off with media ads airing across Georgia during the days surrounding August 11<sup>th</sup>. Additionally, the event will be promoted in several Common Ground Alliance (CGA) marketing channels, runner websites and event pages, the Georgia 811 Facebook page and Twitter pages, and a dedicated Facebook page for the Georgia 811 5k event. **Participation in the virtual event is FREE and those who participate in the social media postings will be entered in a gift card drawing.** We recommend sponsors encourage company personnel to join us in the virtual event. Many employees in the field often walk 5k in an average day. They just need to complete their social media message and tag @GA811 or email us a copy of their post to qualify for the drawing. We will have several sample posts they can use in their social media messaging. The goal is to drive the message of **contacting 811 before digging** to their followers. Participants will be given a month to complete their virtual 5K, share our social media post, and include hashtag **#Georgia811Virtual5K**.

Our IN-PERSON event takes place on September 11, 2021, at the beautiful Tribble Mill Park in Lawrenceville, Georgia. The 5k is a Peachtree Road Race Qualifier, and people who love to interact and enjoy a bit of competition love this timed event. The live event participants will receive an event medal, a customized (insulated) stainless steel 811 travel mug, and be invited to take selfies at our 811 photo booth.

We are offering several levels of sponsorship for your consideration. Your company's logo will be placed on all race day banners as well as the Georgia 811 5k website if the sponsorship agreement is completed by July 23.

#### **About P4 FOUNDATION:**

Proceeds from this event will be donated to the P4 Foundation, supporting childhood cancer patients and research. The P4 Foundation believes in making a difference in the lives of children affected by cancer by providing them educational resources, unconditional emotional and financial support; and by working towards a future without cancer by contributing to childhood cancer research. To learn more about the P4 Foundation, visit [www.p4foundation.org](http://www.p4foundation.org).

Thank you for considering sponsorship of the 2021 Georgia 811 5K. Please feel free to call or email any of the contacts below with any specific questions you may have.

Thank you,

*The Georgia 811 5K Team*

Fiona Bowen (404-444-3506, [fbowen@georgia811.com](mailto:fbowen@georgia811.com))

Mike Bell (770-286-1886, [mbell@georgia811.com](mailto:mbell@georgia811.com))

Rick Routh (404-245-5813, [rrouth@georgia811.com](mailto:rrouth@georgia811.com))



Utilities Protection Center, Inc d/b/a

**Georgia 811**

3400 Summit Ridge Pkwy, Duluth, GA 30096



## Georgia 811 5K 2021 Sponsorship

- All sponsor logos displayed on banners and website
- All sponsors mentioned on Georgia 811 5k Facebook page

**Platinum Sponsor- \$2000**

**Gold Sponsor \$1000**

**Silver Sponsor \$500**

**Bronze Sponsor \$250**

In order for us to make sure we promote your company properly in advertising, you will need to provide us with a high resolution .jpg or .eps file of your logo by 12:00 p.m. on July 23, 2021. Please email your logo and this completed form to Fiona Bowen at [fbowen@georgia811.com](mailto:fbowen@georgia811.com).

### **A special thank you to our 2020 sponsors!**

Cable East Inc, AGL/Southern Company Gas, Liberty Utilities, UtiliQuest, GUCC, GA Transmission, AnSCO & Associates, City of Lawrenceville, Sunbelt Rentals, Buford Gas, Blount Construction, ECCO, Walton EMC, APWA, Gunter Construction, and Brunswick Glynn Joint Water and Sewer Authority.

### **Georgia 811 Virtual and In-Person 5K**

August 11 – Sep 11, 2021

#### **Site of Race:**

**In-Person: Sept. 11**  
Location: Tribble Mill  
Park/Holly Pavillion,  
Lawrenceville, GA

#### **Virtual: Aug. 11- Sep. 11**

Location: Anywhere you live!  
On a treadmill, walking the  
dog, pushing the baby in a  
stroller, jogging, running or  
even biking. Just make sure  
you share our social media  
message to qualify for prizes.

**Sponsor Level:** \_\_\_\_\_ **Total Sponsorship: \$** \_\_\_\_\_

**Company/Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**email:** \_\_\_\_\_

An invoice will be emailed to you and provides a credit card option for payment. Please email your sponsorship form to Fiona Bowen at [fbowen@georgia811.com](mailto:fbowen@georgia811.com)

