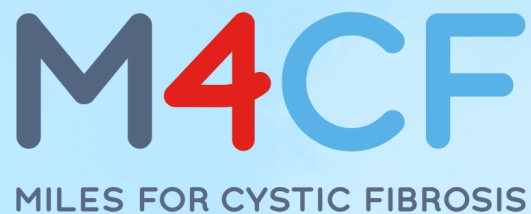




# 2024 Sponsorship Information



in  
partnership  
with



# ABOUT THE RACE

For more than 26 years “Sizzler” has been a favorite Labor Day tradition of serious & recreational runners & walkers alike. Event day features a 10K or 5K distance option that are fast courses and stroller friendly, duo team, and push-rim (5K only) friendly.

Participants receive amazing SWAG and an opportunity to visit and engage with our sponsors at our post-race celebration.

Sizzler also offers a To-Go option. Take our race to your place.

Sizzler attracts individuals and families from throughout the Metro Atlanta area and across the southeast. The virtual race attracts participants from across the United States. In 2023, 23 different states were represented.

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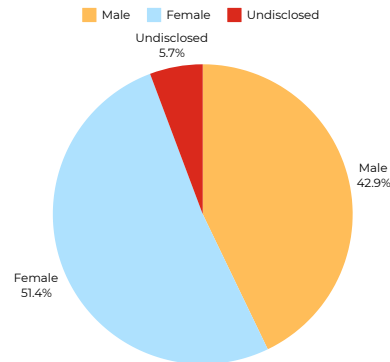
For more information including custom packages or in-kind donations, contact [sgray@milesforcf.org](mailto:sgray@milesforcf.org)



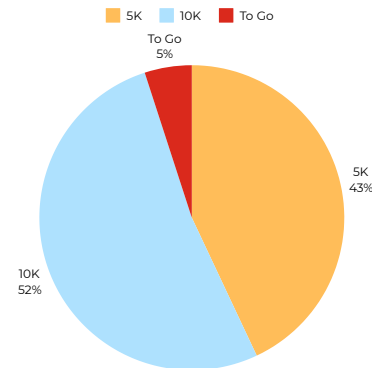
# PARTICIPANT DEMOGRAPHICS

updated 2023

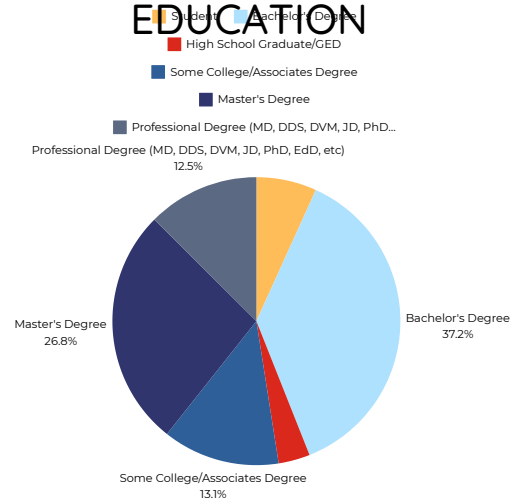
## GENDER



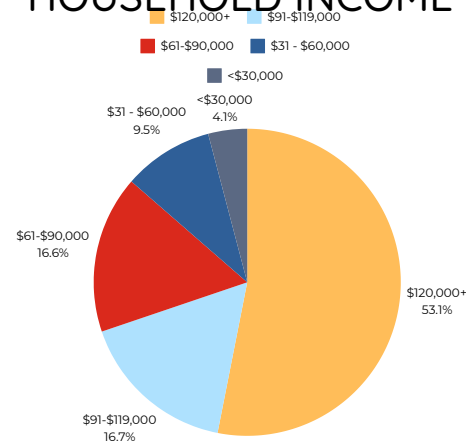
## EVENT



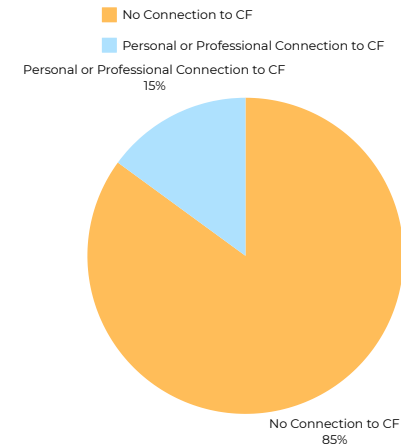
## EDUCATION



## HOUSEHOLD INCOME



## CF CONNECTION



For more information including custom packages or in-kind donations, contact [sgray@milesforcf.org](mailto:sgray@milesforcf.org)

# WHY WE RUN

In August of 2023 Miles for Cystic Fibrosis officially merged with the Cystic Fibrosis Lifestyle Foundation (M4CF/CFLF). Together we strive to advance the physical and mental wellness of the cystic fibrosis community through education, direct support, & empowering opportunities.

Since 2012 “Sizzler” has raised more than \$490,000 as the flagship fundraiser for M4CF/CFLF. Big Peach Sizzler is owned and operated by M4CF/CFLF and therefore ALL proceeds from Sizzler support M4CF/CFLF’s programs:

**BreatheStrong Recreation Grants** help people living with CF access regular physical exercise across the United States.

**Susan C. Burroughs Critical Needs Initiative** provides temporary financial assistance to those in need within the state of Georgia.

**Loretta Morris Grants** support swimming, horseback riding, dance & golf for CA residents.

**BreatheStrong+** is a year-round virtual wellness program focused on fitness, nutrition, & mental health.

What do you want to be when you grow up?

Thanks to foundations like M4CF/CFLF and supporters like you, children with CF are now confident they will have longer, stronger lives!

For more information including custom packages or in-kind donations, contact [sgray@milesforcf.org](mailto:sgray@milesforcf.org)



# \$25,000 - 1 available

Premium logo placement on M4CF/CFLF website, Big Peach Sizzler web page, and event-related email communication

Presenting rights of both the 10K & 5K virtual events

Tier 1 logo placement on race and volunteer event shirts

Logo placement on race site photo backdrop

6 social media recognitions through various M4CF/CFLF and Big Peach Sizzler channels

Announcer recognition on race day

20 complimentary in-person race entries

Premium location of a 10x20 space at post-race festival with tent, table and chairs provided upon request

Opportunity to be present at packet pick-up or have something handed out.

**SOLD OUT**





# \$15,000

Premium logo placement on M4CF/CFLF website, Big Peach Sizzler web page, and event-related email communication

Tier 1 logo placement on race and volunteer event shirts

Logo placement on race site photo backdrop

5 social media recognitions through various M4CF/CFLF and Big Peach Sizzler channels

Announcer recognition on race day

15 complimentary in-person race entries

Premium location of a 10x20 space at post-race festival with tent, table and chairs provided upon request

Opportunity to be present at packet pick-up or have something handed out.



# \$10,000

Premium logo placement on Big Peach Sizzler web page and event-related email communication

Tier 1 logo placement on race and volunteer event shirts

Logo placement on race site photo backdrop

4 social media recognitions through various M4CF/CFLF and Big Peach Sizzler channels

Announcer recognition on race day

10 complimentary in-person race entries

Premium location of a 10x20 space at post-race festival with tent, table and chairs provided upon request

Opportunity to be present at packet pick-up or have something handed out.



## SHUTTLE SPONSOR

# \$7,500 - 1 available

Premium logo placement on Big Peach Sizzler web page and in event-related email communication

Tier 2 logo placement on race and volunteer event shirts

10'x10' space by the shuttle departure area with tent, table and chairs provided upon request. 75% of participants utilize the shuttle to return to their vehicles.

Logo placement on race site photo backdrop

3 social media recognitions through various M4CF and Big Peach Sizzler channels

Announcer recognition on race day

8 complimentary in-person race entries

Volunteer opportunity for your company to be present and engaged with participants

Opportunity to be present at packet pick-up or have something handed out.





# \$6,500 - 2 available

Premium logo placement on Big Peach Sizzler web page and in event-related email communication

Tier 2 logo placement on race and volunteer event shirts

Volunteer opportunity for your company to be present and engaged with participants

Branding of start/finish area with your company's logo

Logo placement on race site photo backdrop

3 social media recognitions through various M4CF and Big Peach Sizzler channels

Announcer recognition on race day

7 complimentary in-person race entries

Premium location of a 10x10 space at post-race festival with tent, table and chairs provided upon request

Opportunity to be present at packet pick-up or have something handed out.

## START LINE AND FINISH LINE SPONSORS



# \$5,000

Premium logo placement on Big Peach Sizzler web page and in event-related email communication

Tier 3 logo placement on race and volunteer event shirts

3 social media recognitions through various M4CF/CFLF and Big Peach Sizzler channels

Announcer recognition on race day

6 complimentary in-person race entries

10'x10' space at post-race festival with tent, table and chairs provided upon request

Opportunity to be present at packet pick-up or have something handed out.



# \$2,500

Logo placement on Big Peach Sizzler web page, and in event-related email communication

Tier 4 logo placement on race and volunteer event shirts

2 social media recognitions through various M4CF/CFLF and Big Peach Sizzler channels

5 complimentary in-person race entries

10'x10' space at post-race festival with tent, table and chairs provided upon request

Opportunity to be present at packet pick-up or have something handed out.



# \$1,000

Logo placement on Big Peach Sizzler web page

Tier 5 logo placement on race and volunteer event shirts

3 complimentary race entries

10'x10' space at post-race festival (tent, table and chairs available at an additional cost)

Opportunity to be present at packet pick-up or have something handed out.



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# \$500

Logo placement on Big Peach Sizzler web page

Company name listed on race and volunteer event shirts

1 complimentary race entry

10'x10' space at post-race festival (tent, table and chairs available at an additional cost)

# \$300

Company name listed on race and volunteer shirts

OR

10'x10' space at post-race festival (tent, table and chairs available at an additional cost)





## 2024 SPONSORSHIP OPPORTUNITIES

\$25k\*

\$15k

\$10,00

\$7,500\*

\$6500\*

\$5K

\$2,500

\$1000

\$500

\$300

### \*SPECIAL TIER BENEFITS

WEBSITE

M4CF &  
Sizzler

M4CF &  
Sizzler

X

X

X

X

X

X

X

EMAIL  
COMMUNICATION

X

X

X

X

X

X

X

T-SHIRT

TIER 1

TIER 2

TIER 2

TIER 3

TIER 3

TIER 3

TIER 4

TIER 5

Name

Name or  
Finish

PHOTO  
BACKDROP

X

X

X

X

X

X

RACE ENTRIES

20

15

10

8

7

6

5

3

1

SOCIAL MEDIA

6

5

4

3

3

3

2

FINISH LINE AREA  
\*TENT, TABLE, CHAIRS

10x20\*

10x20\*

10x10\*

10x10'

10x10\*

10x10\*

10x10\*

10x10'

10x10'

Shirt or  
Finish  
Line

PACKET PICK UP

X

X

X

X

X

X

X

X

ANNOUNCER  
RECOGNITION

X

X

X

X

X

X