



BRAWN & BUBBLES

R U N N O W

Mine Later

Don't miss out on this unique opportunity to have your organization involved in a special public awareness and fundraising event.

SPONSORSHIP BROCHURE

Friday April 30, 2021 • 6:00 p.m.
Renaissance at Colony Park

umc.edu/MINDrun

2021 BRAWN AND BUBBLES RUN NOW WINE LATER 5K

RUN

THE RACE

This year's 5k course will start at Renaissance at Colony Park and continue through the scenic Ridgeland hike and bike trail.

WINE

AFTER-PARTY

An "add-on" option will be available to runners at registration to attend the "Art, Wine, and Wheels" VIP Kick-off Party. Runners who purchase a ticket will receive entry to the party featuring live music from Doctor Zarr's Amazing Funk Monster, a complimentary beverage from a curated selection of wine or beer and an individually packaged, gourmet snack pack.

STOP ALZ

A WORTHY CAUSE

The goal of the Brawn and Bubbles Run Now Wine Later 5k is to raise funds to accelerate The MIND Center's leading-edge Alzheimer's research and expand dementia-care services and caregiver support across the state.

COVID-19 Safety Precautions

- Prior to the race, runners will be required to complete an online COVID-symptom questionnaire.
- All runners will be asked to wear a face mask upon arrival and keep the mask on until they have completely crossed the starting time line. Masks will be required at all times before and after the run.
- Runners will be sent out in waves of 15 people or less, spaced six feet apart, and staggered in 15 second intervals, to avoid over-crowding at the start line.
- Runners are encouraged to self-hydrate as there will not be water stations available on the route to avoid person-to-person contact. Water will be available at the finish line.
- Awards will be mailed to runners who place overall and in their respective age groups.
- Hand sanitizer stations will be located at race check-in stations and extra face masks will be available on-site.

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SPONSORSHIP LEVELS



Deadline for sponsorships is April 12, 2021

Genius - ~~\$2,500~~ \$2,250

Brainiac - ~~\$1,000~~ \$900

Prodigy - ~~\$500~~ \$450

Scholar - ~~\$250~~ \$225

A 2021 COVID Discount of 10% has been applied at all sponsorship levels.

Benefits

	Genius Sponsor	Brainiac Sponsor	Prodigy Sponsor	Scholar Sponsor
Promotional video of your company sent to runners by email	●	●		
Complimentary tickets to the "Art, Wine, and Wheels" VIP Kick-off Party	●	●		
Company logo on back of T-shirt	●	●	●	●
Company logo on race website	●	●	●	●
Company logo displayed on advertising and promotional materials	●	●	●	●
Opportunity to provide volunteers for race day	●	●	●	●
Company logo displayed on signage at the race and the "Art, Wine and Wheels" Kick-off Party	●	●	●	●
Opportunity to insert company promotional materials in swag bags	●	●	●	●
Complimentary race registrations and T-shirts	4 Race entries and Kick-off Party tickets	2 Race entries and Kick-off Party tickets	4 Race entries	2 Race entries

In-Kind Opportunities: Bottled Water, Media and Printing (\$50 value or more)

Benefitting

THE MIND CENTER

The MIND Center at the University of Mississippi Medical Center is a national leader in Alzheimer's research backed by the state's only academic medical center. Launched in 2010 and led by Dr. Tom Mosley, The MIND Center uses pioneering research, state-of-the-art brain imaging, and powerful genetic technologies in our quest to bring an end to Alzheimer's and other dementias.

The MIND Center Clinic offers diagnosis and leading-edge outpatient treatment for patients experiencing memory loss and cognitive impairment. The MIND Center, with access to over 30 years of groundbreaking research, has a unique opportunity to identify and understand the causes of Alzheimer's and dementia and find ways to slow, stop and ultimately prevent these devastating diseases.



GET READY FOR THE BEST 5K IN TOWN



For more information:
601-815-4299 or
Sponsorship@umc.edu

