WHAT IF A 5K COULD CHANGE THE WORLD?
EARTH DAY 5K
MIAMI
4.21.24

THE CLEO INSTITUTE
MORE CLIMATE CRISIS. LESS FLORIDA

RACE FOR OUR FUTURE
MIAIAMI EARTH DAY 5K

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VIRGINIA KEY – 4.21.24

CHANGE THE WORLD!

WHAT IF A 5K COULD
We invite you to become a sponsor of The CLEO Institute’s Earth Day 5K Event in 2024. In our rapidly changing world, the imperative to address climate change and its far-reaching effects is more crucial than ever. By sponsoring our Earth Day 5k Event, your company can support environmental education and promote the preservation of our planet.

Earth Day, a movement that has ignited worldwide environmental consciousness. The CLEO Institute’s Race for our Future 5K event is a hallmark celebration of environmental stewardship bringing local businesses, governments, educational institutions, families, and concerned citizens together in safeguarding our environment against a changing climate.
Check out our Earth Day 2023 5k
2023 EVENT
BY THE NUMBERS:

PAID MEDIA IMPRESSIONS OF OVER 27 MILLION
REGISTERED RUNNERS/WALKERS 356

450+ ATTENDEES
SPONSORS 27

IN PARTNERSHIP WITH:
Once, Latin America and the Caribbean were immunization powerhouses. What happened?
2024

SPONSORSHIP PROPOSAL

*RSPONSORSHIPS/DONATIONS ARE TAX DEDUCTIBLE
YOUR IMPACT IN OUR COMMUNITY

Proceeds from the event will go to support The CLEO Institute’s environmental & climate resilience education through innovative PSA campaigns, our Climate Resilient Schools program in partnership with Miami-Dade Public Schools STEAM department, and our Empowering Resilient Women’s program geared to vulnerable communities in our county.

Let’s embark on this transformative journey together. For a detailed list of sponsorship benefits and to discuss how your organization can play a vital role in the Earth Day 5K Event, please review pages 11-16. We eagerly anticipate the opportunity to collaborate and make a difference that resonates for generations to come.
As a sponsor, your company will enjoy extensive exposure and engagement:

- **Community Involvement**: Engage your employees with complimentary event registrations (number varies by sponsorship level), fostering team unity and promoting a healthy lifestyle.
- **Strategic Visibility**: Benefit from extensive media coverage and marketing efforts, including print, collateral, public broadcast, radio, organic social media content, and digital ads.
- **Lasting Impact**: Funds raised will continue to support climate and resilience education efforts in the Miami-Dade public schools and vulnerable communities.
EARTH GUARDIAN
TITLE SPONSOR

PACKAGE COST: $50K

- Exclusive Co-branding status for Event.
- Membership to The CLEO Institute’s Corporate Program.
- Special introduction of your company & speaking opportunity during the event program to showcase your sustainability initiatives (5-10 minutes).
- Premium booth & location during the event.
- Unlimited walk/run participant registrations for staff/families.
- Logo placement on the event’s website with hyperlink to the company’s website.
- Logo placement on coveted race t-shirts (approximately 400) – Must be confirmed by sponsor by April 3rd.
- Logo placement on invitation, program, media buys, and all event marketing/collateral materials.
- Press coverage opportunity to display your environmental &/or sustainability efforts.
- Continuous callouts by DJ throughout event.
- Company logo on registration page with a hyperlink to company page.
- Opportunity to pass out marketing materials or products to all attendees.
- Co-participation in pre-event activities and events.
• Name recognition as sponsor on all marketing materials.
• Membership to The CLEO Institute’s Corporate Program.
• Special introduction of your company and speaking opportunity (3 min) during the event program.
• One (1) dedicated Social/Digital Media shout-out on your environmental efforts with your company logo and tagging.

• Two (2) display tables (6ft) at the event
• Twenty (20) complimentary walk registrations.
• Logo placement on coveted race t-shirts (approximately 400 shirts) — Must be confirmed by April 3rd.
• Company logo on registration page with a hyperlink to company page.
• Opportunity to pass out marketing materials or products to all attendees.

PACKAGE COST: $15K
RESILIENCE MAKER
SPONSOR

PACKAGE COST: $7.5K

• Name recognition as sponsor on all marketing materials.
• Membership to The CLEO Institute’s Corporate Program.
• Special mention of company day of event.
• Name recognition on all digital and social media materials.
• Two (2) display table (6ft) at the event.

• Fifteen (15) complimentary walk registrations.
• Logo placement on coveted race t-shirts (approximately 400 shirts) – Must be confirmed by April 3rd.
• Company logo on registration page with a hyperlink to company page.
• Opportunity to pass out marketing materials or products to all attendees.
EARTH DAY 5K CLUB

SPONSOR

PACKAGE COST: $5K

- Name recognition as sponsor on all marketing materials.
- Membership to The CLEO Institute's Corporate Program.
- Special mention of company day of event.
- Name recognition on all digital and social media materials.
- One (1) display table (6ft) at the event.

- Ten (10) complimentary walk registrations.
- Logo placement on coveted race t-shirts (approximately 400 shirts) – Must be confirmed by April 3rd.
- Company logo on registration page with a hyperlink to company page.
- Opportunity to pass out marketing materials or products to all attendees.
ENVIROMENTAL STEWARD

SPONSOR

PACKAGE COST: $2.5K

- Name recognition as sponsor on select marketing materials.
- Special mention of company day of event.
- Name recognition on all digital and social media materials.
- Four (4) complimentary walk registrations.
- Logo placement on coveted race t-shirts (approximately 400 shirts) – Must be confirmed by April 3rd.
- Company logo on registration page with a hyperlink to company page.
- Opportunity to pass out marketing materials or products to all attendees.
CONSERVATION ADVOCATE

SPONSOR

PACKAGE COST: $1K

- Name recognition as sponsor on select marketing materials.
- Mention of company day of event.
- Name recognition on all digital and social media materials.
- Two (2) complimentary walk registrations.
- Company logo on registration page with a hyperlink to company page.
- Opportunity to pass out marketing materials or products to all attendees.
As a community, we must prioritize nature and the preservation of natural resources. By participating, you are demonstrating your commitment to this important cause. All funds go to support environmental & climate resiliency educational efforts in Miami-Dade county.

If you take action, some will commend you, but many... will join you!
EARTH DAY 5K
SCHEDULE OF EVENTS

7AM - 5K Run starts
8AM - 5K Walk starts
7AM - 12PM Program of Events
9AM - 1PM Sustainability Expo
The CLEO Institute 501(c)(3) is a women-led non-profit, nonpartisan organization exclusively dedicated to environmental and climate resilience education in Florida. CLEO approaches climate literacy and advocacy in an equitable, interdisciplinary and holistic manner that addresses both adaptation (i.e., responding to the impacts of climate change) and mitigation (i.e., addressing root causes of climate change) with equal intensity.

Working throughout this past decade with climate scientists and scores of governmental, business, academic, and frontline community leaders, they have created multiple access points to engage diverse audiences in understanding the climate crisis and to embrace scalable solutions, particularly people who are and will be impacted the most: communities of color, indigenous communities, low income communities, women, the elderly, and young people.

The CLEO Institute's community programs inspire action, improve climate literacy, build community resilience, and promote equity in climate policy with the aim of shaping a sustainable and secure future for all.
WILL YOU JOIN US?
FOR THE PLANET
AND OUR CHILDREN’S FUTURE