

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

A large, light green graphic in the background features a silhouette of a person running, enclosed within a gear-like shape. The interior of the gear and the runner's clothing are filled with a pattern of small dots.

**AB KORKOR
FOUNDATION** | FOR
MENTAL
HEALTH PRESENTS

2024

FIVE FIFTY FIFTY
RUN/WALK FOR MENTAL HEALTH

After a lifetime of being incorrectly diagnosed for a heart problem, Dr. Adel Korkor, then in his 30s, learned that he had anxiety and panic disorder. While working through treatment options including medication and therapy, Dr. Korkor realized that he felt much better after finishing a run. He started training daily, even running marathons, and was able to change his treatment plan because of the benefit he gained from running. Determined to raise the alarm (and awareness), he started the foundation and its signature event, the Five Fifty Fifty Run/Walk for Mental Health. In 2018 and 2019, Dr. Korkor and his team drove/flew to each of the fifty states over a 50-day span, where Dr. Korkor, now 71 years young, ran a 5K in each state, day after day, to raise awareness, break the stigma and normalize conversations about mental health.



WHY FIVE FIFTY FIFTY AND ABKF?

The funds raised from the Five Fifty Fifty Run/Walk Series are used to increase awareness of mental health illnesses, reduce the stigma of mental health, promote the importance of physical activity and emotional wellness in maintaining mental health, fund research, and support underserved communities. We are excited to announce our new 2023 partnership with Fit Kids, which is a physical activity curriculum for kids K-8. Our foundation will fund the Fit Kids program in 15 underserved schools/community centers across the country.



**1 IN 5 U.S. ADULTS EXPERIENCE
MENTAL ILLNESS EACH YEAR**



**1 IN 6 U.S. YOUTH AGED 6-17 EXPERIENCE
A MENTAL HEALTH DISORDER EACH YEAR**



**50% OF ALL LIFETIME MENTAL ILLNESS
BEGINS BY AGE 14, AND 75% BY AGE 24**



**SUICIDE IS THE 2ND LEADING CAUSE OF
DEATH AMONG PEOPLE AGED 10-14**

HOW FIVE FIFTY FIFTY BENEFITS YOU



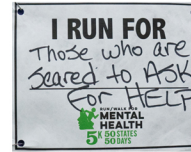
5 IN-PERSON LOCATIONS



50 VIRTUAL LOCATIONS



5,000+ PARTICIPANTS TOTAL



80% PARTICIPANTS IN 2023 RAN FOR SOMEONE WHO SUFFERS WITH A MENTAL HEALTH CHALLENGES



22 LOCAL NEWS STATION COVERAGE AND STORIES REPORTED ALL OVER THE COUNTRY



135 MILLION PEOPLE REACHED DURING THE 50 EVENTS THROUGH IN PERSON INTERVIEWS WITH THE MEDIA, BROADCAST NEWS COVERAGE AND PRINT/ONLINE NEWSPAPER COVERAGE



15 MENTAL HEALTH ORGANIZATIONS & PROGRAMS ABKF SUPPORTS ON A YEARLY BASIS



#1 MENTAL HEALTH PODCAST IN THE COUNTRY FUNDED BY ABKF- GIVING VOICE TO DEPRESSION



5,700 FOLLOWERS ON FACEBOOK & INSTAGRAM



6,500 NEWSLETTER SUBSCRIBERS



20+ EDUCATIONAL WEBINARS ON YOUTUBE

SPONSORSHIP OPPORTUNITIES

NON-PROFIT PACKAGE - \$50

- ACKNOWLEDGMENT OF YOUR SUPPORT ONLINE AND THROUGHOUT THE EVENT
- COMPLEMENTARY RACE ENTRY
- OPPORTUNITY TO BE A VENDOR AND TABLE WITH SWAG/MENTAL HEALTH SELF-CARE ITEM

MOVE PACKAGE - \$1,000

- EXCLUSIVE SPONSOR FOR LOCATION OF CHOICE, WITH COMPANY LOGO ON LOCAL PROMOS
- EXCLUSIVE SPONSOR FOR THE WARM UP (YOGA, STRETCH, MEDITATION)
- COMPLEMENTARY RACE ENTRY X 3
- ACKNOWLEDGMENT OF YOUR SUPPORT ONLINE AND THROUGHOUT THE EVENT
- PRESS RELEASE MENTION TO NEWS OUTLETS
- LOGO ON REGISTRATION PAGE FOR SELECT CITY
- OPPORTUNITY TO BE A VENDOR AND TABLE WITH SWAG/MENTAL HEALTH SELF-CARE ITEM

FINISH LINE PACKAGE - \$2,500

- EXCLUSIVE SPONSOR FOR LOCATION OF CHOICE, WITH COMPANY LOGO ON LOCAL PROMOS
- EXCLUSIVE SPONSOR FOR INSPIRATIONAL SIGNS ALONG THE RUN AT FINISH LINE
- INTRODUCTION FROM DR. KORKOR AND OPPORTUNITY TO SPEAK ON MENTAL HEALTH
- COMPLEMENTARY RACE ENTRY X 6
- ACKNOWLEDGMENT OF YOUR SUPPORT ONLINE AND THROUGHOUT THE EVENT
- PRESS RELEASE MENTION TO NEWS OUTLETS
- LOGO ON REGISTRATION PAGE FOR SELECT CITY
- OPPORTUNITY TO BE A VENDOR AND TABLE WITH SWAG/MENTAL HEALTH SELF-CARE ITEM

LOCAL BUSINESS PACKAGE - \$500

- LOGO ON REGISTRATION PAGE FOR A SELECT CITY
- ACKNOWLEDGMENT OF YOUR SUPPORT ONLINE AND THROUGHOUT THE EVENT
- COMPLEMENTARY RACE ENTRY X 3
- PRESS RELEASE MENTION TO NEWS OUTLETS
- OPPORTUNITY TO BE A VENDOR AND TABLE WITH SWAG/MENTAL HEALTH SELF-CARE ITEM

PHOTO SPONSOR - \$1,500

- EXCLUSIVE SPONSOR FOR LOCATION OF CHOICE, WITH COMPANY LOGO ON LOCAL PROMOS
- EXCLUSIVE SPONSOR FOR PHOTOS
- LOGO ON WEBSITE, SOCIAL MEDIA CHANNELS, PRINTED MATERIALS
- ACKNOWLEDGMENT OF YOUR SUPPORT ONLINE AND THROUGHOUT THE EVENT
- COMPLEMENTARY RACE ENTRY X 6
- PRESS RELEASE MENTION TO NEWS OUTLETS
- OPPORTUNITY TO BE A VENDOR AND TABLE WITH SWAG/MENTAL HEALTH SELF-CARE ITEM

PRESENTER SPONSOR - \$5,000+

- EXCLUSIVE SPONSOR FOR ONE LOCATION OF CHOICE, WITH OPTION TO SUPPORT ALL FIVE IN PERSON LOCATIONS (5K-25K). HAVE “PRESENTED BY YOUR COMPANY (OR BRAND)” ADDED WITH RACE NAME AND LOGO.
- EXCLUSIVE LOGO ON T-SHIRTS
- LOGO ON BANNER, BIBS, WEBSITE, PRINTED MATERIALS, NEWSLETTER EMAILS, SOCIAL MEDIA CHANNELS/CAMPAIGNS
- ACKNOWLEDGMENT OF YOUR SUPPORT ONLINE AND THROUGHOUT THE EVENT
- COMPLEMENTARY RACE ENTRY X 10
- INTRODUCTION FROM DR. KORKOR AND OPPORTUNITY TO SPEAK ON MENTAL HEALTH
- PRESS RELEASE MENTION TO NEWS OUTLETS
- FEATURED SPONSOR EMAIL AND SOCIAL MEDIA CAMPAIGN
- OPPORTUNITY TO BE A VENDOR AND TABLE WITH SWAG/MENTAL HEALTH SELF-CARE ITEM

SPONSORSHIP FORM

ORGANIZATION: _____

PRIMARY CONTACT (FULL NAME): _____

This is the person we will contact about sponsorship information, upcoming deadlines, etc. Please note that this person is not automatically registered for the event(s).

CONTACT EMAIL: _____ **PHONE NUMBER:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

WEBSITE URL: _____

SPONSORSHIP TYPE (SELECT ALL THAT APPLY):

- ☐ PRESENTER SPONSOR \$5,000+
- ☐ FINISH LINE PACKAGE \$2,500
- ☐ PHOTO SPONSOR \$1,500
- ☐ MOVE PACKAGE \$1,000
- ☐ LOCAL BUSINESS PACKAGE \$500
- ☐ NON-PROFIT PACKAGE \$50

NOT THE RIGHT TIME TO SPONSOR? PLEASE CONSIDER A DONATION:

- ☐ \$250
- ☐ \$100
- ☐ \$50
- ☐ CUSTOM AMOUNT: \$ _____

FOR CUSTOM OPPORTUNITIES, PLEASE EMAIL ZAYNA@ABKF.ORG TO EXPLORE AVAILABLE OPTIONS.

**FOR ADDITIONAL QUESTIONS PLEASE REACH OUT TO: ZAYNA SALLOUM,
DIRECTOR OF COMMUNITY OUTREACH AND MARKETING, AT ZAYNA@ABKF.ORG**

**PLEASE RETURN THIS FORM WITH PAYMENT. FORMS MAY BE SUBMITTED ELECTRONICALLY TO
ZAYNA@ABKF.ORG OR VIA MAIL TO:**

**AB KORKOR FOUNDATION
2301 SUN VALLEY DRIVE, SUITE 302
DELAFIELD, WI 53018**

