



ATL

**THE MAYOR'S 5K
ON THE 5TH RUNWAY**

10TH ANNUAL

Sponsorship Overview



 **Hartsfield-Jackson**
Atlanta International Airport®



EVENT DATE:

Saturday, October 5, 2024

ABOUT THE RACE



Moving Atlanta Forward

ABOUT

The annual Mayor's 5K on the 5th Runway hosted by Mayor Andre Dickens is back! Get ready to lace up your shoes and run or walk the fifth runway at Hartsfield-Jackson Atlanta International Airport.

Experience this special opportunity to race on one of the flattest – and fastest – courses in metro Atlanta while benefitting the Mayor's Youth Scholarship Program (MYSP).

EVENT DETAILS

Date: Saturday, October 5, 2024 | **Start Time:** 6:30 a.m.

Location: Hartsfield-Jackson Atlanta International Airport
Fire Station 33 • 1401 S. Loop Road Atlanta, GA 30337

Additional Info: This is a Peachtree Road Race certified course

Website:
<https://runsignup.com/Race/GA/Atlanta/Mayors5Konthe5thRunway>

ABOUT THE MAYOR'S YOUTH SCHOLARSHIP PROGRAM (MYSP)



Celebrating its 16th year, the Mayor's Youth Scholarship Program (MYSP) will help to ensure that the cost of college is not a barrier to Atlanta students who seek a higher education, as well as to help them minimize or eliminate student loan debt.

For the last 16 years, the MYSP has provided more than 3,000 Atlanta youth with financial support to pursue post-secondary education and attend any college or university of their choice.

MYSP provides up to \$7,000 per semester and \$14,000 per academic year to pay the balance of unmet student obligations, thus allowing students to focus on completing their degrees without financial worry.

50 Years of Excellence



Moving Atlanta Forward

Celebrating Maynard Holbrook Jackson Jr.'s history-making first term as Atlanta's Mayor

As Atlanta marks the 50th anniversary of Maynard H. Jackson Jr.'s inauguration, Mayor Andre Dickens and the City of Atlanta are celebrating the legacy of this visionary leader through a series of community engagements.

As Atlanta's first African American mayor, Jackson's major contributions include the expansion of Hartsfield-Jackson International Airport (ATL), the introduction of intentional programs allowing minority firms the ability to bid and work on City business, and his particular emphasis on public involvement in the neighborhood planning process.

Jackson was not only the first African American mayor of Atlanta he was also the first African American mayor of any large southern city. His tenure endured significant racial tension, but thanks to his determination and willingness to overcome, he was able to mend relations and garner support across racial and economic lines which helped lay the groundwork for an equitable Atlanta.

Jackson's renowned impact on Hartsfield-Jackson Atlanta International Airport is well known, and it is our goal to continue his legacy through our Business Diversity efforts.

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FIRST CLASS | \$30,000

- Share name and/or logo with Hartsfield-Jackson Atlanta International Airport as primary sponsor of the event
- Opportunity to address race crowd from the stage at end of race party
- Name and/or logo on finish line banner and race bibs
- Name and/or logo displayed on promotional materials to be displayed at Hartsfield-Jackson Atlanta International Airport seen by over 250,000 visitors a day
- Option to include materials in race packet provided to runners (2,000 items required)
- Name and/or logo to be displayed on all additional promotional materials including the race registration site
- Name and/or logo on event T-shirt
- Recognition in Airport and event communications, including press releases
- Sponsor booth at the end of the race party
- (40) race entries

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IN-FLIGHT | \$20,000

- Name and/or logo on finish line banner and race bibs
- Name and/or logo displayed on promotional materials to be displayed at Hartsfield-Jackson Atlanta International Airport seen by over 250,000 visitors a day
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BOARDING | \$15,000

- Name and/or logo displayed on column wraps and promotional materials to be displayed at Hartsfield-Jackson Atlanta International Airport seen by over 250,000 visitors a day
- Option to include materials in race packet provided to runners (2,000 items required)
- Name and/or logo to be displayed on all additional promotional materials including the race registration site
- Name and/or logo on event T-shirt
- Recognition in Airport and event communications, including press releases
- Sponsor booth at end of race party
- (20) race entries

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CHECK-IN | \$10,000

- Option to include materials in race packet provided to runners (2,000 items required)
- Name and/or logo to be displayed on all additional promotional materials including the race registration site
- Name and/or logo on event T-shirt
- Recognition in Airport and event communications, including press releases
- Sponsor booth at end of race party
- (15) race entries

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PRE-FLIGHT | \$5,000

- Option to include materials in race packet provided to runners (2,000 items required)
- Name and/or logo to be displayed on all additional promotional materials including the race registration site
- Name and/or logo on event T-shirt
- Recognition in Airport and event communications, including press releases
- (10) race entries

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In-Kind | Promotional

- The value of in-kind sponsorships will determine the level of sponsorship:
 - Advertising
 - Media Coverage
 - Refreshments
 - Water
 - Juices
 - Fruits (bananas, oranges, apples)
 - Bagels, Doughnuts
 - Giveaways/Promotional Items

CONTACT

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CELEBRATING

50 YEARS

THE HONORABLE MAYOR
MAYNARD H. JACKSON, JR.
1974 ★ 2024