



Mercy
COMMUNITY
HEALTHCARE



Franklin
Classic



About the Franklin Classic

What: Mercy's 25th Annual Franklin Classic

When: Labor Day - Monday, September 2, 2024

Where: Historic Downtown Franklin Square

Why support the Franklin Classic?

- Proceeds from the Franklin Classic benefit programs and services of Mercy Community Healthcare.
- A sponsorship for the Franklin Classic will benefit your company by:
 - Associating your business with a positive, health-related event
 - Allowing employee engagement, motivation and participation
 - Being visible in the community as a supporter of Mercy Community Healthcare
 - Getting your products directly into the hands of participants



Facts about Mercy Community Healthcare:

- Approximately 13,000 patients call Mercy Community Healthcare their medical home.
- Mercy Community Healthcare offers services for Pediatric Primary Care, Adult Primary Care, Gynecology, Mental and Behavioral Health and Patient and Family Support.
- Approximately 51% of Mercy's patients are mental health patients.
- About 30% of Mercy Community Healthcare's pediatric patients deal with chronic diseases such as asthma, diabetes or heart disease.
- 73% of Mercy Community Healthcare's patients are uninsured, on TennCare (Medicaid) or Medicare.
- A self-pay program is available for patients without insurance.
- Mercy Community Healthcare must raise approximately \$1 million each year to sustain its current level of patient care.
- Mercy Community Healthcare is a 501(c)3 nonprofit organization in Franklin, TN.

For more information about sponsorship opportunities, contact:

Raye McDonald | Director of Events and Outreach

(615) 236-1565 | rayem@mercytn.org



Sponsorship Opportunities

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	\$15,000	\$10,000	\$5,000	\$2,500
▪ Logo featured on rack cards and digital graphic	✓			
▪ Sponsor mentions in press release	✓			
▪ On-stage interview	✓			
▪ Company signage on stage	✓			
▪ Company promotional item in race packets, provided by sponsor	✓			
▪ Logo on flyers	✓	✓	✓	
▪ Logo featured on start/finish line sponsor banners	✓	✓	✓	
▪ Logo featured on race shirts	✓	✓	✓	✓
▪ Recognition on social media (Instagram, Facebook or LinkedIn) and logo featured in targeted emails	✓	✓	✓	✓
▪ Logo featured on event homepage	✓	✓	✓	✓
▪ Recognition in quarterly digital newsletter	✓	✓	✓	✓
▪ Recognition during on-stage announcements	✓	✓	✓	✓
▪ 10x10 booth space	2 (prime location)	1	1	1
▪ Runner registrations	25	20	15	10

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Mercy is a 501(c)3 organization, insured by the Federal Tort Claims Act, and partially funded by a Federal Government Grant. 12/7/2023



Other Sponsor Opportunities

25th Anniversary Sponsor – \$5,000

- Hand out medals to all runners at the finish line
- Racer shirt will say “Medals provided by “
- Logo featured on event homepage
- Logo featured on race shirts
- 15 registrations

Kid Zone Sponsor – \$2,000

- Signage in Kid Zone with company logo
- Logo featured on event homepage
- Logo featured on race shirts
- 5 registrations

Bib Sponsor (2 available) – \$1,500

- Logo on race bibs
- Logo featured on event homepage
- Logo featured on race shirts
- 3 registrations

Packet Pick-Up Location Sponsor (2 available) – \$1,500

- Host of Packet Pick-Up, either on Saturday or Sunday before race day
- Logo on sign outside of business
- Company promotional item in runners’ packets, provided by sponsor
- Logo featured on event homepage
- Logo featured on race shirts
- 3 registrations

Water Station Sponsor (3 available) – \$1,000

- Option to staff water stations while wearing company apparel
- Logo featured at water station
- Logo featured on event homepage
- 3 registrations

Booth Sponsor – \$500

- One 10x10 booth space
- Logo on motivational sign along the race route
- Logo featured on event homepage

\$1,500 minimum sponsorship is required for your logo to be on the race shirt.

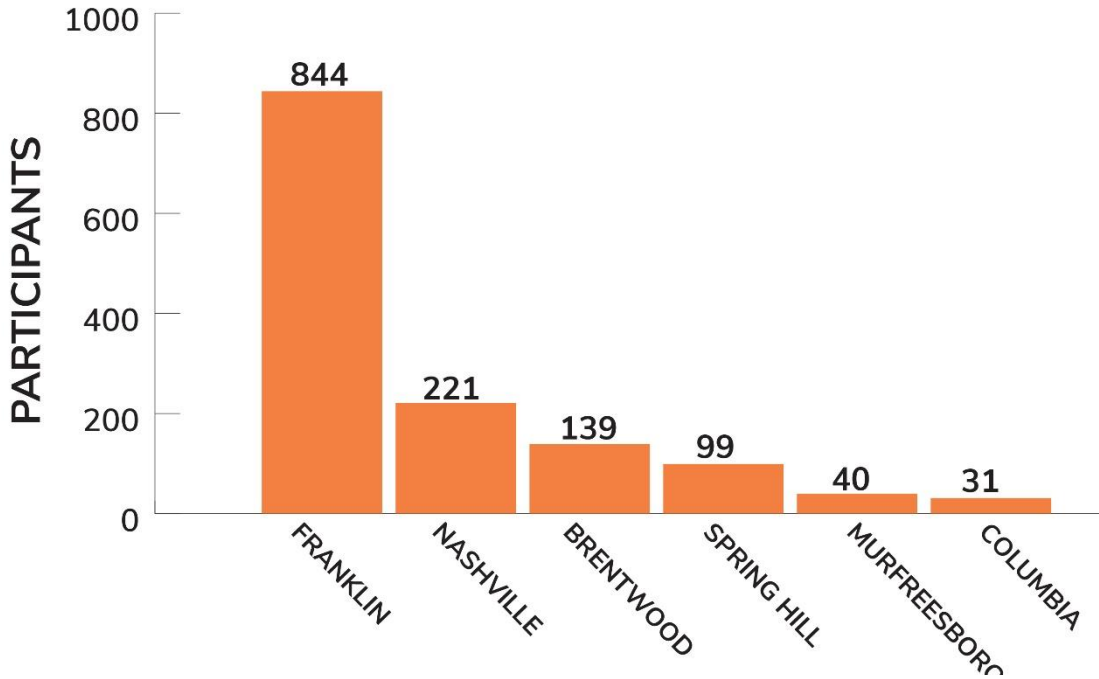
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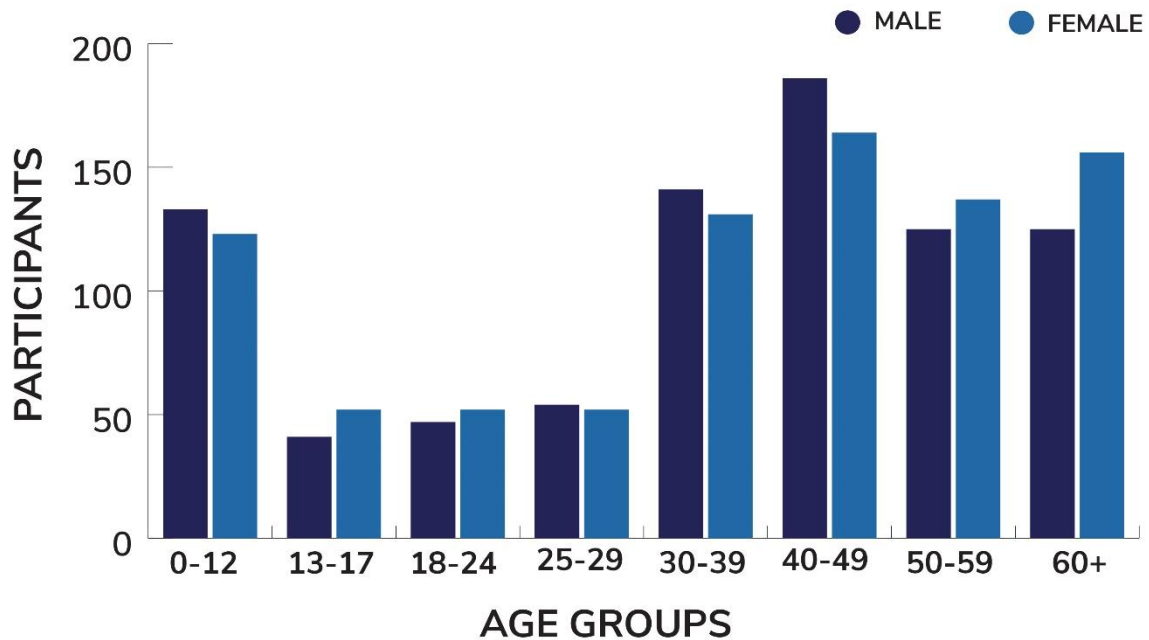
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PARTICIPANTS BY CITY



GENDER BREAKDOWN BY AGE



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