



Sponsor Packet

Labor Day – Sept. 7, 2026

Historic Downtown Franklin



About the Franklin Classic

What: Mercy's Annual Franklin Classic

When: Labor Day - Monday, September 7, 2026

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:
 - Around 3,000 runners/volunteers/community supporters/family & friends at the Franklin Square
 - 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:

- 14,500 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.
- 10,578 students received mental health counseling from Mercy school-based therapists onsite during the school day.
- 65% 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 \$1.5 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:

Beth Rattray | Director of Marketing & Development

(615) 790.0567 | bethr@mercytn.org

Mercy is a 501(c)3 organization, insured by the Federal Tort Claims Act, and partially funded by a Federal Government Grant. 3/2026

Sponsorship Opportunities

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	\$15,000	\$10,000	\$5,000	\$2,500
▪ Opportunity to be interviewed with Mercy on local news	✓			
▪ Logo featured on start/finish line side banners	✓			
▪ Interview at event	✓	✓		
▪ Logo on signage around the square	✓	✓	✓	
▪ Company promotional item in race packets, provided by sponsor	✓	✓	✓	✓
▪ Logo on posters/rack cards and included in press release	✓	✓	✓	✓
▪ Logo on event homepage (franklinclassic.org)	✓	✓	✓	✓
▪ Logo featured on race shirts	✓	✓	✓	✓
▪ Recognition on social media (Instagram, Facebook or LinkedIn) and logo featured in targeted emails	✓	✓	✓	✓
▪ Recognition by Emcee during announcements	✓	✓	✓	✓
▪ Logo on motivational sign along the race route	2	2	1	1
▪ 10x10 booth space	1 prime location	1	1	1
▪ Runner registrations	25	20	15	10

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Other Sponsor Opportunities

~~Packet Pick-Up Location Sponsor (Sold Out) — \$3,000~~

- 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 on motivational sign along the race route
- Logo featured on race shirts
- Logo featured on event homepage
- 5 registrations

~~Kid Zone Sponsor (1 available) – \$2,000~~

- Signage in Kid Zone with company logo
- Logo on motivational sign along the race route
- Logo featured on race shirts
- Logo featured on event homepage
- 3 registrations

~~Music/Entertainment Sponsor Sold Out — \$2,000~~

- Signage at DJ booth while being the entertainer
- Logo on motivational sign along the race route
- Logo featured on race shirts
- Logo featured on event homepage
- Recognition by Emcee during announcements

~~Bib Sponsor SOLD OUT — \$2,000~~

- Logo on race bibs
- Logo on motivational sign along the race route
- Logo featured on race shirts
- Logo featured on event homepage
- 3 registrations

~~Water Station Sponsor (3 available) – \$1,500~~

- Option to staff water stations while wearing company apparel
- Logo featured at water station
- Logo on motivational sign along the race route
- Logo featured on event homepage
- 2 registration

~~Booth Sponsor – \$500~~

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

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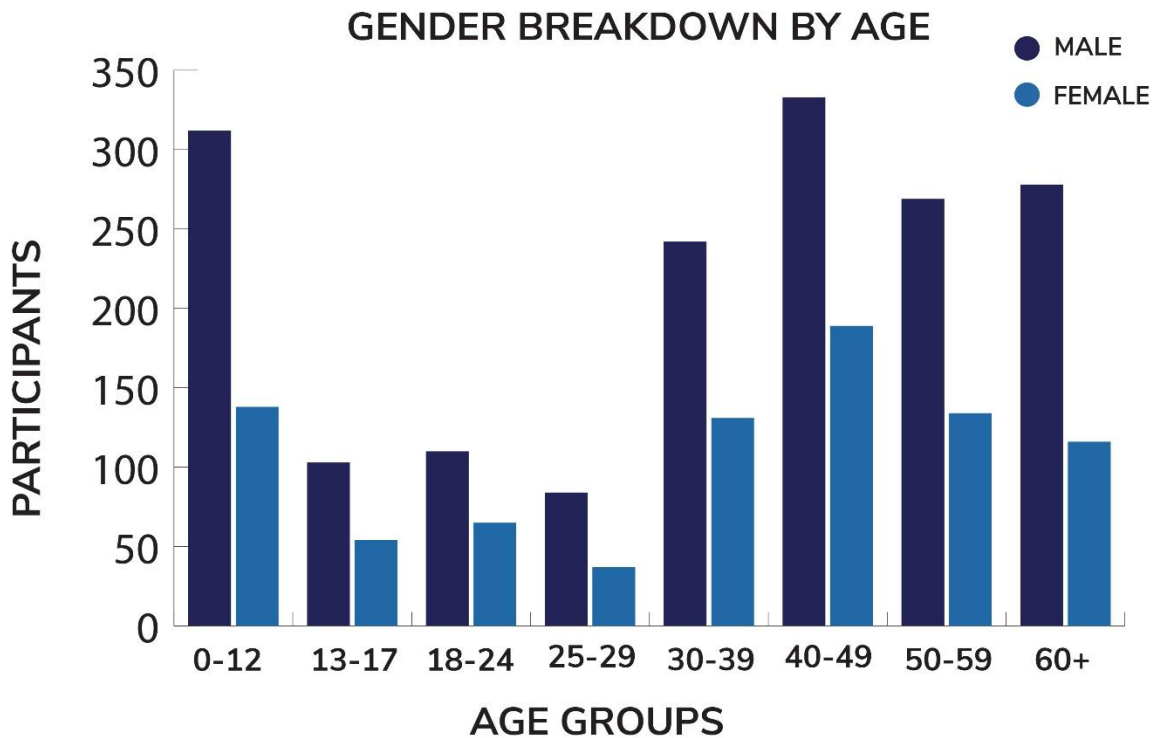
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\$1,500 minimum sponsorship is required for your logo to be on the race shirt.

Deadline to be featured on the race shirt is August 7.

Deadline to be featured on printed materials is August 10.

If you miss the deadline, your sponsorship will still be on social media and targeted emails.



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