

What:

The 2016 Columbus International 5K is a community event and 5K run/walk designed to help educate families on prenatal and infant care, with the end result of reducing infant mortality. It will take place on Saturday, April 16 from 3:30 p.m. to 7 p.m., with the 5K race starting at 5 p.m. A variety of exhibits will help educate and inform attendees about pre- and new-born child care. There will be free entertainment for the public, along with access to food vendors.



The race will have an international theme and will feature exhibits from different countries along the race course. Runners will receive an international 'tech' T-shirt as part of their entry. A special walking category will be available for expectant women and parents with infants.

Why:

To save lives by building awareness and raising money to help reduce infant mortality. Ohio has one of the highest infant mortality rates in the country and we want to help correct that.

Where:

The race will begin and end at Genoa Park (303 West Broad Street) and traverse in part, along the scenic Scioto-mile bike path.

Cost:

To participate, runners and walkers can register on-line through Speedy Sneakers or the website in this brochure. Early registration (prior to March 25) is \$30 per person, with a \$10 discount for students and groups. Late registrations and day of registrations are \$35 with a \$10 discount for students.

Kiwanis Club of Columbus

Kiwanis is a global organization of member-volunteers working to change the world, one child and one community at a time. Kiwanis members dedicate more than six million volunteer-hours and invest more than \$100 million annually in projects that strengthen communities and serve children. We help shelter the homeless, feed the hungry, mentor the disadvantaged and care for the sick. We develop youth as leaders, build playgrounds, raise funds for pediatric research and much more. We believe that helping a child helps the world.

The Kiwanis Club of Columbus was founded in 1916 and is the fifth oldest Kiwanis club in the world and one of the largest in Ohio. Through our fundraising efforts and our extensive scholarship and grant programs, more that \$75,000 is placed into the local community each year.



Infant mortality can be significantly reduced through education. Our Columbus International 5K will encourage 'at-risk' women with pre- or just-born babies to participate in the run/walk (strollers are welcome) and to visit a variety of information booths to learn about child health, nutrition, care and support.



www.columbuskiwanis.org

Fifth Annual
Columbus
International 5K
Racing to reduce **infant mortality**



April 16, 2016
3:30 p.m. to 7 p.m.
(race at 5 p.m.)

Genoa Park
(303 West Broad Street)

Sponsorship Opportunities

A fundraising and educational event to help reduce infant mortality in central Ohio.

Conducted by
Kiwanis Club of Columbus

Your support will help save lives!

The number of babies who die before they reach their first birthday remains dismally high within the state of Ohio. In fact, Ohio is ranked 45th in infant mortality overall, and has one of the highest rates of infant death for black mothers in the country. That's according to the most recent statistics released by the U.S. Department of Health and Human Services.

The U.S. has the highest infant mortality rate of 26 developed countries, according to a CDC report. It is three times higher than Finland and Japan, and twice as high as the Czech Republic, Norway and Korea.

In Ohio, prematurity and preterm births account for almost half of infant deaths; nationally the percentage is 36 percent. Babies that are born under 37 weeks gestation, usually also at a low weight, are at increased risk of death due to a number of causes, including respiratory distress, bacterial infections and others.

Many of these deaths can be prevented.



**Endorsed by
Columbus International
Program**



Race Website
www.columbusinternational5k.com

Sponsorship Levels

Conducting an event like this requires the support of sponsors so that the operating costs can be covered and more funds can flow to the designated charitable cause. Below are the available sponsorship levels and benefits derived from each.

\$5,000 Global Leader

Supports a Mom in need for 6 months

- . Twenty (20) entries into the 5K race
- . Logo placement on 5K race website, registration portal, racer confirmation page, 5K race shirts and other printed promotional materials, as appropriate.
- . Four (4) business card ads in the weekly Kiwanis newsletter
- . Booth set-up

\$2,500 International Ambassador

Provides a year's worth of formula and food

- . Ten (10) entries into the 5K race
- . Logo placement on 5K race website, registration portal, racer confirmation page, 5K race shirts and other printed promotional materials, as appropriate.
- . Two (2) business card ads in the weekly Kiwanis newsletter
- . Booth set-up

\$1,000 International Diplomat

Provides 7 months of baby formula

- . Five (5) entries into the 5K race
- . Logo placement on 5K race website, registration portal, racer confirmation page and 5K race shirts.
- . One (1) business card ad in the weekly Kiwanis newsletter

\$500 International Sponsor

Provides 4 months of diapers

- . Two (2) entries into the 5K race
- . Name or logo on two (2) kilometer marker signs
- . Name listed on Website and race shirt
- . One (1) business card ad in the weekly Kiwanis newsletter

\$250 Kilometer Sponsor

Provides 2 months of diapers

- . Name listed on Website
- . Name or logo on kilometer marker sign

\$100 International Friend

Provides an infant car seat

- . Name announced at award ceremony



Sponsorship Deadline:

March 7, 2016

Earlier submittal of sponsorship commitment will allow for a greater opportunity for exposure.

Checks should be made out to:

Columbus Kiwanis Foundation
P.O. Box 20334
Columbus, OH 43220-0334