



How It Works

Any Knoxville-area nonprofit can participate in Heels & Wheels. Nonprofits pay \$250 to participate and commit to recruiting a minimum of 20 participants who agree to raise at least \$100 each. ALL money raised by the nonprofit's participants goes directly to that nonprofit organization.

"Heels & Wheels provides these partner organizations the structure of a large event without overwhelming their staff or their resources," says Chris Martin, President of KLF. "It allows them the opportunity to engage their constituents in fundraising while keeping their focus on their primary mission."

"For us it was as much about the camaraderie built amongst our staff, board, volunteers, and clients as it was about the money that we raised. The events that we held leading up to the race really helped our whole team to bond."

Phyllis Spangler, Director
Keystone Adult Day Program



Knoxville Leadership Foundation

KLF serves the Knoxville area by connecting communities of resource with communities of need while reconciling people to Jesus Christ and to each other. The Center for Communities, one of KLF's many initiatives, strengthens nonprofit organizations and increases their capacity through training, coaching and collaboration opportunities. To date, CFC has aided more than 50 organizations, helping raise more than \$2.2 million in new funding and touching the lives of 220,000 people in the Knoxville area. For more information visit KLF.org.

Johnson University

Since 1893, Johnson University has been a leader in Christian higher education. Today the Johnson University System offers more than 40 accredited bachelor's, master's, and Ph.D. programs across three campuses – Tennessee, Florida, and online. Each campus reflects the University's mission to equip individuals for Christian ministries and other strategic vocations to extend the kingdom of God. For more information visit JohnsonU.edu.

www.HeelsAndWheels.org • (865) 524-2774

FOR A STRONGER COMMUNITY



Strengthen many regional nonprofits with a single gift.



SPONSORSHIP OPPORTUNITIES

Where else can you strengthen a dozen area nonprofits with just one gift?

A sponsorship commitment to Heels & Wheels funds the framework that helps area nonprofit organizations mobilize support, increase awareness and secure funds to fulfill their mission of serving others in the community. To sweeten the deal, sponsorship also includes the following benefits:

For A Stronger Community

The Wells Fargo Heels & Wheels Duathlon, presented by the Knoxville Leadership Foundation (KLF) and Johnson University, leverages the physical strength of individuals to advance the collective strength of our community.

Through consultation, coaching, strategic planning and collaboration, KLF 's Center for Communities program strives to increase capacity for nonprofit organizations in the area. The Heels & Wheels event draws on KLF's strength, experience and resources to benefit participating nonprofit organizations that have limited time to devote to fundraising. With the Heels & Wheels programming already in place, participating organizations can focus entirely on recruiting athletes/fundraisers.

Last year, 17 nonprofits combined to raise more than \$66,000 for their programs.

THREE OPTIONS ... for any athletic level

DUATHLON



Three legs: 5k run, 18k bike ride, 3k run. Can be done as a team (runner/biker) or as an individual. Running portions are over trail, grass, crushed stone and roadways. Biking portion is over paved roads.

5K RACE



For those forgoing the wheels, the 5k race is identical to the Duathlon's first leg.

1-MILE FUN WALK



Less athletically challenging, the fun walk is a child- and pet-friendly stroll through campus.

Start Sponsor, Finish Sponsor - \$7,500

- Logo featured prominently on the Start/Finish archway.
- Logo featured prominently on event posters and on T-shirt.
- Representative may address the audience and start the race (Start Sponsor) or present awards (Finish Sponsor).
- Name/logo will be included on award certificates/prizes.
- Name will be included in all registration email confirmations and other correspondence with participants.
- Sponsor will be mentioned by name in television interviews and in event press releases.
- A table with tent will be provided for display.
- Linked logo will appear prominently on event web site and on KLF web site.
- Sponsor will be mentioned prominently in social media.
- Logo will appear on a total of six directional signs placed along the racecourse and/or Fun Walk course.
- Sponsor may include up to 3 branded items (literature, a product sample, tchotchke) in race packets.
- 8 free race entries (team or individual) plus 4 complimentary event t-shirts and 4 meal tickets.

Spoke Sponsor and Tread Sponsor - \$4,000

- Logo featured prominently at transition (bike) station.
- Logo featured on event posters.
- Logo featured prominently on event T-shirt.
- Name will be included in all registration email confirmations and other correspondence with participants.
- Sponsor will be mentioned by name in event press releases and, when possible, in television interviews.
- Acknowledgements in opening and closing ceremonies.
- A table with tent will be provided for display.
- Linked logo will appear prominently on event web site and on KLF web site.
- Sponsor will be mentioned prominently in social media.
- Logo will appear on a total of 4 directional signs placed along the racecourse and/or Fun Walk course.
- Sponsor may include 2 branded items in race packets.
- 6 free race entries (team or individual) plus 2 event t-shirts and 2 meal tickets.

Water Station / Fun Walk Sponsor - \$2,500

- Water Station Sponsor: Signage provided by the sponsor will be featured prominently at water station. Branded cups or water bottles/cans may be provided by sponsor.
- Fun Walk Sponsor: Signage provided by the sponsor will be featured prominently at the starting line.
- Sponsor logo will appear on event T-shirt.
- Sponsor will be mentioned in event press releases.
- A table with tent will be provided for display.
- Linked logo will appear on event web site.
- Sponsor will be mentioned prominently in social media.
- Acknowledgement in opening and closing ceremonies.
- Logo will appear on 3 directional signs placed along the racecourse or along the Fun Walk course.
- Sponsor may include 2 branded items in race packets.
- 4 free race entries (team or individual).

KidZone Sponsor, Spin Sponsor - \$1,500

- Sponsor logo will appear on event T-shirt.
- A table will be provided for display.
- Linked logo will appear event web site.
- Sponsor will be mentioned in social media.
- Acknowledgement in closing ceremonies.
- Logo will appear on 2 signs (in the KidZone or in the run/bike transition area) plus on one sign along the Fun Walk or racecourse.
- Sponsor may include a branded item in race packets.
- 2 free race entries (team or individual).

Course Sponsor - \$750

- Linked logo will appear on event web site.
- Sponsor will be mentioned in social media.
- Acknowledgement in closing ceremonies.
- Logo will appear on 2 directional signs (one on Fun Walk course, one on racecourse).
- Sponsor may include a branded item in race packets.
- 2 free race entries (team or individual).