

SEPTEMBER 30, 2023



# Sponsor & Exhibitor Opportunities



[NVRAP.COM/R5K](https://nvraps.com/r5k)



# About the Event

September marks National Recovery Month which is observed to educate Americans that substance use treatment and mental health services can empower those with mental and substance use disorders to live healthy and rewarding lives. Nevada's Recovery and Prevention celebrates National Recovery Month each year by hosting our R5k Run/Walk & Recovery Celebration.

NRAP's Recovery Run/Walk & Celebration is held to promote community health and wellness, celebrate individuals in recovery, and reduce the stigma often associated with addiction. The R5K provides an opportunity for participants to walk/run in honor of someone they know impacted by substance use, followed by a recovery celebration open to all community members. The post-race celebration is free and open to the public regardless of 5k participation. The celebration will include food, family activities, and local guest speakers and advocates who are in recovery. Community organizations will provide information on local services and present on relevant topics.



# Why Support the R5k

CONNECT - GROW - THRIVE

**NRAP**   
Nevada's Recovery and Prevention Community

Your financial contribution will help support students who identify as being in recovery or those students choosing a substance-free lifestyle have a positive experience while attending the University and strengthen NRAP's ability to change the stigma associated with non-substance use on our college campuses.

*All donations made to NRAP are tax deductible through The University of Nevada, Reno Foundation, a nonprofit 501(c)(3) organization (TIN: 94-2781749).*

# Event Venue



## IDLEWILD PARK | RENO, NEVADA

Idlewild Park is a large, 49 acre community park close to downtown Reno, Nevada on the Truckee River. It includes a rose garden, duck ponds, two children's parks, a pool and a skate park. It holds the Reno Earth Day celebration every year and hosts the Reno Street Food food truck event through the summer months. It is also home to the historic California Building on Cowan Drive.

# R5k History

## 2021

108	Participants in the 5k Run/Walk
125+	Total Attendance
6	Community Exhibitors
\$7,500+	Funds raised to support students in recovery at UNR

## 2022

148	Participants in the 5k Run/Walk
250+	Total Attendance
10	Community Exhibitors
\$10,000+	Funds raised to support students in recovery at UNR



## R5K RECOVERY RUN/WALK & CELEBRATION



**\$2,500+**  
**PLATINUM  
SPONSOR**

### Platinum Sponsor Benefits

Gold benefits plus...

- Recognition as event food sponsor
- Included in event program with mic time for sponsor recognition and/or brief presentation
- Record one three-minute video of company sponsor while attending the event, share on social media, and include in the event marketing for future year promotions
- Three complimentary R5k racer registrations R5K

*Tax deductible portion is \$2,100.*

**\$1,500**  
**GOLD  
SPONSOR**

### Gold Sponsor Benefits

Silver benefits plus...

- Prominent placement of logo with click-thru to company website on event webpage
- Company logo included in email marketing and advertising
- One personalized company message designed and posted on NRAP and CASAT's social media (total audience over 5,000)
- Two complimentary R5k racer registrations

*Tax deductible portion is \$1,430.*

**\$500**  
**SILVER  
SPONSOR**

### Silver Sponsor Benefits

Bronze benefits plus...

- Company logo on event shirt
- Exhibit booth at live event (table & chairs to be supplied by sponsor)
- One complimentary R5k racer registration

*Tax deductible portion is \$465.*

**\$250**  
**BRONZE  
SPONSOR**

### Bronze Sponsor Benefits

- Placement of company logo on website with click-thru to company website
- Company marketing materials in Race Bag (*supplied by sponsor*)

*Tax deductible portion is \$250.*

**\$35**  
**RACER SPONSOR**

- With a \$35 donation you can pay the entrance fee for one racer in recovery. You can sponsor as many racers as you would like

*Tax deductible portion is \$35.*

### OTHER SPONSORSHIP OPPORTUNITIES

If you don't see what you're looking for in the sponsorship packages above, or if you're interested in making another type of event donation, please feel free to reach out to us at [r5k@casat.org](mailto:r5k@casat.org).



CONNECT - GROW - THRIVE  
**NRAP**  
Nevada's Recovery and Prevention Community

**CASAT**  
Center for the Application of  
Substance Abuse Technologies  
UNIVERSITY OF NEVADA, RENO

For more information visit [www.nvrap.com/r5k](http://www.nvrap.com/r5k)  
or email [r5k@casat.org](mailto:r5k@casat.org)

### MAKE CHECKS PAYABLE TO :

Please make checks payable to "**UNR Foundation**" and mail to the following address:

CASAT/NRAP  
University of Nevada, Reno  
Mail Stop 279  
Reno, NV 89557  
Memo Line: NRAP 5K Sponsor

To pay by credit card visit: [nvrap.com/r5k/sponsorship-options](http://nvrap.com/r5k/sponsorship-options)