



Monet Richardson

COMMUNITY FOUNDATION

5K RUN & WALK
"RUNNING WITH THE ANGELS"

MRCF Provides
Backpacks & Scholarships
to Youth in Our Communities!

DATE: SATURDAY, MARCH 25, 2023
LOCATION: EAST CHAPEL HILL HIGH SCHOOL

"Anyone who does anything to help a child is a hero to me."
Fred Roger



Join us to raise dollars to purchase backpacks for kids in need and scholarships for education!

Our **2nd Annual Monet Richardson Community Foundation “Running with the Angels” 5K Run & Walk** is coming **Saturday, March 25, 2023**, to East Chapel Hill High School in Chapel Hill, attracting community supporters, students, families, businesses, media, volunteers, and more to support families in our communities. Bringing the community together for an inspirational run/walk to make a positive impact by creating awareness and support for youth.

Monet Richardson Community Foundation is a North Carolina based 501(c)3 non-profit organization providing services and support to families by providing backpacks and scholarships one youth at a time. MRCF was founded because of

our loss of Kristian Monet Richardson on May 16, 2021, in an automobile accident. MRCF is committed to continuing Krissy’s legacy as a philanthropist and humanitarian! Krissy strived to make a difference one person at a time.

Participants come to this family event to be active, show their support in the community for those in need, and celebrate Krissy. Optional: wear angel wings for our **“RUNNING WITH THE ANGELS”** inspiration.

SCHEDULE

Run/walk day is on **Saturday, March 25, 2023**, with early check-in at **8AM** and shotgun at **9:00 AM**.

REGISTRATION

Check the website for more information and registration: monetrichardsoncommunityfoundation.com.
<https://runsignup.com/Race/NC/ChapelHill/MonetRichardsonCommunityFoundation5KRunWalkRunningWithTheAngels>

Thank you for sponsoring the **Monet Richardson Community Foundation “Running with the Angels” 5K Run & Walk**. Below is an explanation of sponsorship participation and benefits along with event details. If you have any questions, please feel free to contact us.

Sincerely,

Pat Richardson, Executive Director
Monet Richardson Community Foundation

Contact:

themonetfoundation@gmail.com

www.monetrichardsoncommunityfoundation.com

Social Media:

Instagram: <https://www.instagram.com/monetrichardsonfoundation/>

Facebook: <https://www.facebook.com/kristianmonetrichardson>



ABOUT KRISSEY

Krissy attended Carrboro Chapel Hill City Schools including Rashkis Elementary, Phillips Middle School and East Chapel Hill High School. She graduated from East Chapel Hill High School with the class of 2016. During her teenage years, she was actively involved in athletics, dance, and the arts. She was also a community volunteer and mentor for SKJAJA, Program Coordinator and Office Manager for the Y-Learning Program with the Chapel Hill-Carrboro YMCA creating the Backpack Program in 2018 for underserved youth in Orange County. She was named Hometown Hero in 2018 by the local radio station WCHL FM 1360 after sharing her story of philanthropy.

Krissy had a passion for children, social justice, and activism. Her passion for people led her to pursue a career in social work and her post-secondary education began at East Carolina University where she received her Bachelor of Science in Social Work. During her time at ECU, she was actively involved in many student clubs and organizations such as Vice President of Diamonds Productions, Co-Founder and Dance Choreographer of Prima Donnas, member of Delicate Divas, member of the Black Student Union and the girls' Intramural Basketball Team. She then went on to pursue her Master of Science in Social Work at North Carolina Central University.

Krissy's creative endeavors led her to become a successful entrepreneur. She was the creator and owner of the RichSets brand. RichSets encompasses nails, hair, makeup, fashion, modeling, Social Media Influencer and mentoring other entrepreneurs.

MRCF MAKES A DIFFERENCE....

- Provided 518 backpacks to kids in Orange County via the Y-Learning Program, Boys and Girls club of Tar River Region in Nash and Edgecombe Counties, and Fairview Elementary School in Edgecombe County since our start in August 2021.
- Awarded \$4,500 in Scholarships to East Carolina University, Orange Grove Missionary Baptist Church, & East Chapel Hill High School.

Mission

To enhance educational experiences and inspire students and teachers by connecting community resources through collaboration, recognition, and innovative partnerships.

Vision

To cultivate student success by fostering strategic partnerships, engaging business and community leaders, and empowering students to realize their individual potential.

Services and Resources:

Currently provides services and resources in Orange, Edgecombe, Durham, and Pitt Counties. Our goal is to expand into Guilford and Forsyth counties and eventually we will partner with all Y-Learning Programs via YMCA of the Triangle and NC Alliance of YMCAs.

Monet Richardson Community Foundation 5K Run & Walk offers a unique opportunity to grow your business with exposure through the event and face-to-face engagement with the community. Support our community fundraiser and make a positive difference.

Sponsors and partners enjoy the benefit of receiving exposure to their business, products, and services by reaching like-minded residents.



BENEFITS INCLUDE

- Brand and/or product prominently placed at event
- Logo and link placement on event website, email campaigns, and social media channels
- Goodie bag inserts of promotional material and/or samples
- Logo placement on event materials such as t-shirts, goodie bags, etc.
- Table presence at the event
- Exposure to local and regional athletes, runners
- Announcements during the event
- Press and media exposure to local and regional news including SPECTRUM, WRAL, WCHL Radio, WCOM, Radio One
- Exposure to local press and social media partners

Sponsorship Opportunities

OPTION #1 – RED ROSE SPONSOR - \$2500

YOU WILL RECEIVE:

- Recognition of sponsor/speaking opportunity and award top place prizes at event
- Logo included on Run Tee Shirts
- Speaking opportunity at events and accompany MRCF at media promotions
- Acknowledgment of your support online and throughout the event
- Booth presence at run/walk event & recovery zone
- Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo/link on website, printed materials, emails, social media
- Complementary run/walk entry x 6 registrants

OPTION #2 – WHITE ROSE SPONSOR - \$1500

YOU WILL RECEIVE:

- Recognition of sponsor at event
- Logo included on Run Tee Shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at run/walk event & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, social media
- Complementary run/walk entry x 4 registrants

OPTION #3 – PINK ROSE SPONSOR - \$1000

YOU WILL RECEIVE:

- Recognition of sponsor at event
- Logo included on Run Tee Shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at run/walk event & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, social media
- Complementary run/walk entry x 2 registrants



OPTION #4 – YELLOW ROSE SPONSOR - \$500

YOU WILL RECEIVE:

- Name included on Run Tee Shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at run/walk event & recovery zone
- Provide inserts or samples for goodie bag
- Name listed on website, printed materials, emails, social media

OPTION #5 - VENDOR BOOTH - \$150

YOU WILL RECEIVE:

- Name included on Run Tee Shirts
- Booth presence at run/walk event
- Provide inserts or samples for goodie bag
- Listing on website, emails, social media

OPTION #6 - IN-KIND DONATION SPONSOR FOR AUCTION ITEMS

Provide the event with products, prizes, or services valued at **\$150 or greater**

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Listing on website, emails, social media

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports, or recovery drink (coconut water or chocolate milk)
- Energy bars, Refueling food (fruit, veggies, bagels, etc.)
- Run/walk day meals for volunteers and staff
- Rental services such as microphones, audiovisual needs, cords, generators, etc.
- Photography/videography services
- Prize merchandise, services, and goodies for top finishers

FREE RUN/WALK PHOTOS

Photographers will be present at the start/finish and on the course to capture action photos. These photos are very popular as participants share on their social media and with friends and family.

RUNNER PRIZES PRESENTED BY RED ROSE

At each run/walk, in addition to giving all the runners a finisher medal, we will honor the top finishers with a special prize goodie bag that contains items and goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome goodies from your business. General swag, official merchandise, products, gift certificates, or services will all be appreciated.

Top finishers:

- | | | |
|--------------------|--------------------|--------------------|
| • 1ST PLACE FEMALE | • 2ND PLACE FEMALE | • 3RD PLACE FEMALE |
| • 1ST PLACE MALE | • 2ND PLACE MALE | • 3RD PLACE MALE |

THANK YOU FOR YOUR SUPPORT!