



**Wellroot**  
*Faithfully* Committed

**150<sup>th</sup>**  
ANNIVERSARY



Monday, April 26, 2021, marks the 150th anniversary of the founding of The Decatur Orphans' Home, now Wellroot Family Services. This year we will celebrate Founder's Week with exciting daily communications, heartwarming stories, and a special glimpse into what is coming in the next chapter of Wellroot, all culminating in The Founder's Day 5k on Saturday, May 1.

The Founder's Day 5K is a virtual event designed to engage our community IN their community. Run in unity with your church, neighbors, co-workers, friends, and family to help raise funds and awareness for the needs of children and families at Wellroot. This interactive fundraising event kicks off our year-long celebration of Wellroot's 150th anniversary of caring for children and families. All proceeds from the event will benefit Wellroot Family Services and our continued work to provide safe and nurturing homes for children and families throughout Georgia.

The race will kick-off with a live stream opening ceremony at 8:00 a.m., and the virtual race will be open from 8:30 a.m. to 2:00 p.m. on May 1, 2021, the first day of Foster Care Awareness Month! Participants will wear customizable race bibs and upload their photos, racecourses, video messages, and run times to our race day social media stream. Participants will receive a race t-shirt and special recognition from Wellroot in follow up to the event.

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**Well-rooted and  
Firmly Planted**

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[wellroot.org](http://wellroot.org)

404-327-5820

404-327-5835 (Administrative Fax)

404-327-5822 (Programs Fax)

# Sponsorship



Please consider joining us through a corporate sponsorship to show your support of children, young adults, and families in the foster care system, as well as the community at large during these unprecedented times. Thank you for partnering with us to bring light, fellowship, and fun to families and individuals throughout Georgia.

## Founder Sponsor - \$5,000

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- Name and logo featured as “Presented By”
- Logo on front of race shirt
- Prominent Logo on race participant bibs
- Logo featured prominently on race website, social media, PR and marketing materials in lead up, day of, and follow up to race
- Opportunity to speak at virtual opening and closing ceremonies on race day
- Hourly emcee acknowledgement during race day live feed
- 15 race registrations and t-shirts for participants

## Advocate - \$3,500

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- Prominent Logo on back of race shirt
- Logo on race participant bibs
- Logo and acknowledgement on race website and social media
- Acknowledgement at opening and closing ceremonies of race day live feed
- Three emcee acknowledgements during race day live feed
- 10 race registrations and t-shirts

## Supporter - \$1,500

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- Logo on back of race shirt
- Logo on race website and social media
- Acknowledgement at opening and closing ceremonies of race day live feed
- 4 race registrations and t-shirts

## Partner - \$2,500

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- Logo on back of race shirt
- Logo on race participant bibs
- Logo and acknowledgement on race website and social media
- Acknowledgement at opening and closing ceremonies of race day live feed
- One emcee acknowledgement during race day live feed
- 6 race registrations and t-shirts

## Friend - \$500

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- Company name on back of race shirt
- Logo and acknowledgement on race website and social media
- 2 race registrations and t-shirts

For more information or to sponsor, email Heather Kersey, Director of Development, at [hkersey@wellroot.org](mailto:hkersey@wellroot.org)