



SPONSORSHIP PROPOSAL

Your sponsorship ignites the spirit of competition and community, enabling us to host the Wisdom Warrior Challenge at no cost to all participants, both locally and nationally.



CONTACT INFORMATION

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MISSION STATEMENT

Wisdom Warrior Challenge is a nonprofit organization with a mission to inspire seniors to live an active, healthy lifestyle.





HOW DO WE DO IT?

- **Purpose:** The WWC is a track event designed for adults aged 50 to 100+ years young.
- **Goals:** Promotes physical activity, community connection, and challenges stereotypes about aging.
- **Event Locations:** 20+ events held across Florida and North Carolina in March and April.
- **Event Setup:** Provides tools and support for hosting at senior communities, local school tracks, and community parks.
- **Support Provided:** Includes professional race management, timing equipment, swag bags, race shirts, and chipped race bibs.
- **Funding:** Sustained through donations and sponsorships from local and national organizations catering to this demographic.



SPONSORSHIP TIERS

PRESENTING SPONSOR

\$20,000

- Company name integrated with WWC logo for 2025 event**
- Company/WWC integrated logo on front of t-shirts for athletes and volunteers **
- Company logo on athlete award medal lanyards **
- Company logo on athlete race bibs
- Attendance at **Sponsor Showcase on Packet Pick-Up Day** events with premier location/display area
- Present award top 3 national winners at national award ceremony
- Company-branded item included in participant swag bags
- Dedicated business page on WWC website
- Company recognition in all digital newsletters
- Company specific content distribution in 5 digital newsletters
- 30 Days of Content on Wisdom Warrior Challenge digital media
- Company named in all press release and media opportunities
- Company recognition in awards ceremony video
- Full-page color advertisement in Final Program with preferred placement
- Prime location and recognition on WWC website
- Social media post announcing sponsorship
- Promotional posts (5) on our social media channels (Facebook, Instagram, and LinkedIn)
- Public acknowledgment and promotion at all award ceremonies
- Opportunity for business relationship development with communities, athletes and other sponsors
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website

****Committment Deadline is Nov 11th for medal lanyard**

****Committment Deadline is Dec 15th for T-shirt**

CHAMPION SPONSOR

\$15,000

- 30 Days of Content on Wisdom Warrior Challenge digital media
- Large-sized logo on back of the race t-shirt for athletes
- 3/4-page color advertisement in the final ceremony program with preferred placement
- Public acknowledgment and promotion at local and national award ceremonies
- Attendance at **Sponsor Showcase on Packet Pick-Up Day** any and all events with prime location
- Social media post announcing sponsorship
- Listed as a sponsor on WWC website
- Promotional posts (10) on our social media channels (Facebook, Instagram, and LinkedIn)
- Company recognition in digital newsletter
- Company specific content distribution in (5) digital newsletters
- Company-branded sponsor provided item included in participant swag bags
- Company logo at the bottom of correspondences/sponsors
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website



**** Commitment Deadline is Dec 15th for T-shirt**

PODIUM SPONSOR

\$10,000

- 30 Days of Content on Wisdom Warrior Challenge digital media
- Medium-sized logo on back of the race t-shirt for athletes
- Half-page color advertisement in the final ceremony program with preferred placement
- Public acknowledgment and promotion at local and national award ceremonies
- Attendance at **Sponsor Showcase on Packet Pick-Up Day** any and all events with prime location
- Social media post announcing sponsorship
- Listed as a sponsor on WWC website
- Promotional posts (3) on our social media channels (Facebook, Instagram, and LinkedIn)
- Company recognition in digital newsletter
- Company specific content distribution in 3 digital newsletters
- Company-branded item included in participant swag bags
- Company logo at the bottom of correspondences/posters
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website



**** Commitment Deadline is Dec 15th for T-shirt**

INNER CIRCLE SPONSOR

\$7,500

- 30 Days of Content on Wisdom Warrior Challenge digital media
- Large-sized logo on back of the race t-shirt for athletes
- Half-page color advertisement in the final ceremony program with preferred placement
- Public acknowledgment and promotion at local and national award ceremonies
- Attendance at **Sponsor Showcase on Packet Pick-Up Day** any and all events with prime location
- Social media post announcing sponsorship
- Listed as a sponsor on WWC website
- Promotional posts (3) on our social media channels (Facebook, Instagram, and LinkedIn)
- Company recognition in digital newsletter (10K reach)
- Company specific content distribution in 2 digital newsletters
- Company-branded item included in participant swag bags
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website



**** Commitment Deadline is Dec 15th for T-shirt**

AMBASSADOR SPONSOR

\$3,000 UP TO 8 EVENTS

- Attendance at up to eight (8) **Sponsor Showcase on Packet Pick-Up Day**
- Company-branded item included in participant swag bags
- Small-sized logo on event T-shirts for athletes & volunteers
- Public acknowledgment and promotion at local award ceremonies
- Quarter page color advertisement in the final ceremony program
- Promotional posts (2) on our social media channels (Facebook, Instagram, and LinkedIn)
- Company recognition in WWC digital newsletter (10K reach)
- Social media post announcing sponsorship
- Listed as a sponsor on WWC website
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website



**** Commitment Deadline is Dec 15th for T-shirt**

ALL-STARS SPONSOR

\$1,500 UP TO 4 EVENTS

- Attendance at up to four (4) **Sponsor Showcase on Packet Pick-Up Day**
- Public acknowledgment and promotion at local award ceremonies
- Business card sized color advertisement in the final ceremony program
- Promotional post (1) on our social media channels (Facebook, Instagram, and LinkedIn)
- Company recognition in WWC digital newsletter (10K reach)
- Social media post announcing sponsorship
- Listed as a sponsor on WWC website
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website

VENDOR (VIRTUAL)

\$500

- Inclusion of company branded item in the swag bags (provided by sponsor)
- Post a video up to 60 seconds/an ad designed by our design team that goes out in our digital newsletter, Facebook, LinkedIn, YouTube, Instagram, Website
- Business card size advertisement in the final ceremony program
- Social media post announcing sponsorship
- Listed as a sponsor on WWC website

**** Commitment Deadline is Dec 15th for T-shirt**

VENDOR (LIVE)

\$250 PER EVENT

MULTIPLE SITE DISCOUNTS AVAILABLE

- Booth setup at packet pick up event (different from race day) at the community to engage with participants, families & friends
- Opportunity to attend event as a “volunteer” wearing your company shirt
- Business card size advertisement in the final ceremony program
- Social media post announcing sponsorship
- Listed as a sponsor on website
- Public acknowledgment and promotion at local award ceremonies
- Attend packet pick-up day



**** Commitment Deadline is Dec 15th for T-shirt**

ABOUT US

Wisdom Warrior Challenge is a 501(c)3 nonprofit organization with a mission to inspire seniors to live an active, healthy lifestyle.

Donations may be tax-deductible



VISION

Our vision is a society where every senior feels inspired to redefine their potential, with the Wisdom Warrior Challenge as a catalyst for change across the U.S.

MISSION

Wisdom Warrior Challenge empowers seniors through health and fitness education and community support, fostering a culture of health that endures beyond our yearly events.

Founded by Linda Borgmeyer, a passionate advocate for senior wellness and an experienced Occupational Therapist, the Wisdom Warrior Challenge (WWC) stands as a national event that celebrates the strength and spirit of seniors from 50 to 105 years old. WWC is more than a competition; it is a movement that embraces inclusivity, offering specialized divisions for participants with mobility aids, ensuring everyone has the chance to compete and triumph.



WHAT IS THE WWC?



Our unique event is meticulously designed to be an all-inclusive "box" experience, providing hosts with every necessary resource to conduct a seamless and impactful event at no cost. Participants are not only recognized for their achievements on a local scale but are also part of a grand, nationwide leaderboard that fosters a friendly yet spirited competition between communities. The esteemed Wisdom Cup is awarded to the community that exemplifies exceptional athletic prowess and engagement, creating a legacy of excellence and community pride that endures until the next gathering of champions.

Join us in celebrating the remarkable capabilities of our seniors, and be a part of the narrative that shatters stereotypes and uplifts the community with every race, every cheer, and every victory.





ABOUT THE EVENT

- **Diverse Team Composition:** Teams include participants from 55+ communities, senior living, residential assisted living, and assisted living facilities, alongside spirited individual competitors.
- **Flexible Event Scheduling:** Each team selects a convenient date in March or April to hold their local event, ensuring maximum participation.
- **Comprehensive Training Support:** Host communities receive robust training programs and resources, facilitating athlete preparation in the lead-up to the event.
- **Athlete Recognition and Rewards:** Participants are honored for their achievements with well-stocked swag bags and apparel, culminating in local event recognition.
- **Grand Finale and Recognition:** A live-streamed Final Award Ceremony celebrates the year's achievements, announcing both the esteemed Wisdom Warrior Cup 2024 recipient and the rankings on the National Leaderboard.
- **Inclusive Celebration:** The Final Ceremony is a gathering of all teams, supporters, and volunteers, uniting to applaud the extraordinary accomplishments of our super seniors.

FULL SUPPORT AND ALL SUPPLIES ARE GIVEN TO THE TEAMS, 100% FREE TO ALL PARTICIPANTS.



**WISDOM WARRIOR
CHALLENGE**

THANK YOU!

JOIN US IN SHAPING A NEW LEGACY

By sponsoring the Wisdom Warrior Challenge, you're not just supporting an event—you're fostering a movement. Your partnership helps cultivate an active, healthful lifestyle among seniors, inspiring a narrative of possibility and empowerment at any age.

Whether you're honoring a senior in your life or championing your own active future, your contribution is a step toward redefining aging. Together, we can celebrate life's achievements and inspire vitality across every generation.

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