



**UNITED WAY**  
Southwest  
Louisiana

SPONSORSHIP  
OPPORTUNITIES

The Inaugural

# *Dolly* Run

5K/1K RUN/WALK FOR READING  
**April 26, 2025**



United Way Southwest Louisiana  
815 Ryan Street, Lake Charles, LA 70601

337.433.1088

[unitedwayswla.org/dollyrun](https://unitedwayswla.org/dollyrun)

[liveunited@unitedwayswla.org](mailto:liveunited@unitedwayswla.org)



# DENISE DUREL

President & CEO

United Way Southwest Louisiana

As the President and CEO of United Way Southwest Louisiana, I invite you to consider sponsoring the inaugural **DOLLY RUN**. This event is not just another 5K/1K Walk/Run; it represents a vital Initiative to promote literacy among our youngest community members.

Every month, Dolly Parton's Imagination Library provides free books to 3,480 children in our region, nurturing their love for reading and laying the groundwork for lifelong learning. Unfortunately, 60% of our kindergarteners begin school behind, and more than half of those never catch up. There are still 444 children on our waiting list, eagerly awaiting the chance to discover the world through books and this list grows daily.

By becoming a sponsor, you will have the opportunity to make a profound impact on these children's lives. Your support will help us reduce the waiting list and ensure every child can access the joys of reading. Together, we can empower our youth, strengthen our community and celebrate Dolly Parton's legacy.

We would be honored to have you as a partner in this vital Initiative. Your involvement can genuinely make a difference.

Thank you for considering this opportunity to create lasting change.

With appreciation,



*Denise*

A stylized portrait of Dolly Parton in shades of blue and purple, with her signature 'Dolly' written across it in a large, flowing script. The text 'Run for Reading' is written in a smaller font below the signature. The background features yellow decorative swirls and four starburst icons.

# EVENT DAY ACTIVITIES

April 26, 2025

**RUN  
2025**

## **5K/1K WALK/RUN**

Open to all ages and fitness levels, featuring music stations along the route.

## **COSTUME AWARDS**

Attendees are encouraged to dress as Dolly Parton for the run or as one of her movie characters.

## **MINI COUNTRY FAIR**

After the run, a fair with food, games and activities themed around Dolly Parton and reading.

## **BOOK DONATION STATION**

Participants are encouraged to donate new/unused children's books, which will be given to area teachers to help build their classroom libraries.

## **LIVE ENTERTAINMENT**

Give local high school bands and chorus groups a chance to perform Dolly Parton covers and other country hits for attendees.



April 26, 2025

Run for Reading

**RUN**  
**2025**

## WHY SPONSOR THE DOLLY RUN?

### **COMMUNITY IMPACT**

Your support benefits 3,480 children monthly, promoting literacy and a love for reading. You will also assist us with the growing waitlist of children.

### **VISIBILITY**

Through multiple promotional channels, Showcase your brand to a diverse audience of families, runners, and community members.

### **NETWORKING OPPORTUNITIES**

Connect with other local businesses and community advocates who share your passion for improving literacy and Youth Opportunity.

As a sponsor, your brand will gain exposure through:

# BENEFITS



## News

Press releases distributed to media outlets



## Digital

Social media, email and campaigns will boost your brand

## Print

Flyers and posters will be displayed at local businesses and community centers



## Ads

Billboards and print ads will display your brand



# SUPPORT OPPORTUNITIES

## DOLLY'S DREAM TEAM

\$10,000

- Prominent logo placement on event banners, t-shirts, and promotional materials
- Opportunity to speak at the event
- Featured in all press releases and social media campaigns
- VIP booth space at the mini country fair
- 10 complimentary race registrations
- Recognition on all event emails
- Opportunity to provide promotional materials in runner goodie bags
- Opportunity to set up a booth at event
- VIP Breakfast invitation

## GOLD RECORDS SPONSOR

\$5,000

- Logo placement on select event materials
- Recognition during the event's opening and closing ceremonies
- Dedicated social media shoutout
- 5 complimentary race registrations
- Opportunity to provide promotional materials in runner goodie bags
- VIP Breakfast invitation
- Opportunity to set up a booth at event
- Logo on event tshirt

## SILVER STAR SPONSOR

\$2,500

- Logo inclusion on the event website and promotional flyers
- Recognition during the mini country fair
- 3 complimentary race registrations
- Opportunity to set up a booth at the event
- Logo on event tshirt





Run for Reading

RUN



# SUPPORT OPPORTUNITIES

## BRONZE BOOT SPONSOR

\$1,000

- Logo listed on the event website
- 2 complimentary race registrations
- Recognition in the event program
- Logo on event tshirt

## COMMUNITY CHEERLEADER

\$500

- Logo on the event website
- Complimentary race registration
- Acknowledgment on social media during the event promotion
- Name on event tshirt

## KIND-HEARTED CONTRIBUTOR

- Offer goods or services instead of cash sponsorship (e.g., food, beverages, entertainment)
- Recognition based on the value of the contribution, with benefits tailored accordingly (e.g., logo placement, booth space, etc.)





# REGISTRATION FOR THE 5K/1K

**RUN/WALK EARLY BIRD  
REGISTRATION**

**\$40**

**EVENT DAY REGISTRATION**

**\$50**

**VIRTUAL RUN/WALK  
REGISTRATION**

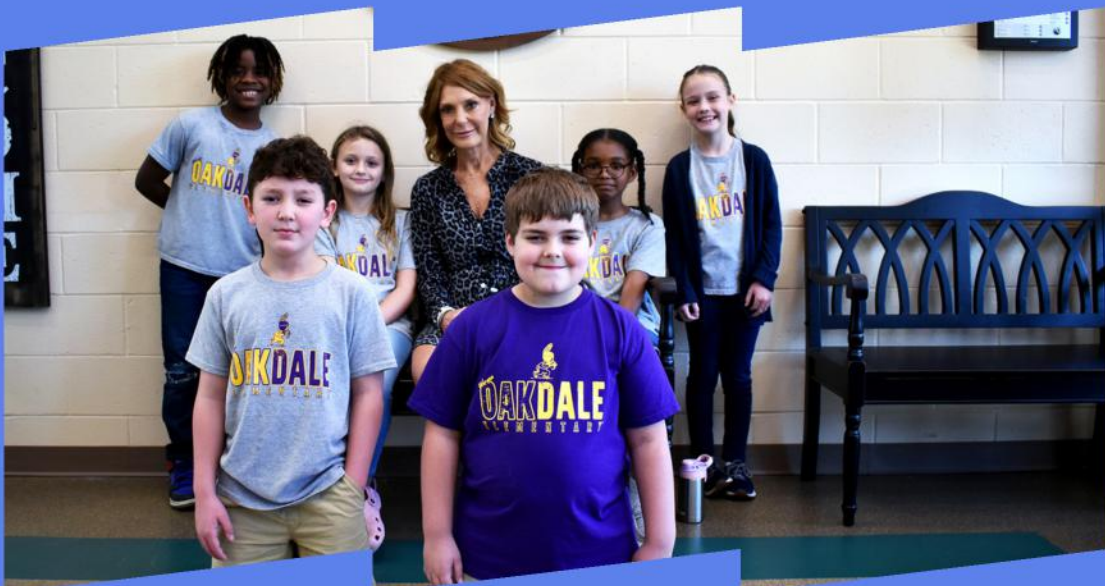
**\$30**

**YOUTH RUN/WALK  
REGISTRATION**

**\$30**

**TEXT  
DOLLYRUN  
TO 41444**

All early bird registrations prior to April 1 come with  
Dolly Run 2025 tshirt







April 26, 2025

Be a part of the Dolly Run and help make a difference in our children's lives. To become a sponsor, please reach out to us:

LIVEUNITED@UNITEDWAYSWLA.ORG

337.433.1088

[unitedwayswla.org/dollyrun](https://unitedwayswla.org/dollyrun)

TEXT DOLLYSPONSOR TO 41444

Thank you for considering sponsorship for the Dolly Run. Together, we can inspire a new generation of readers and contribute to a brighter future for our community!

# OUR TEAM



Vice President  
Marketing &  
Communications  
Volunteer Engagement  
Event Management

**TAMI  
CHRISOPE**



Associate Director  
Marketing &  
Communications  
Volunteer Coordinator  
SWLA VOAD Coordinator

**ASHLEY  
NORMAN**



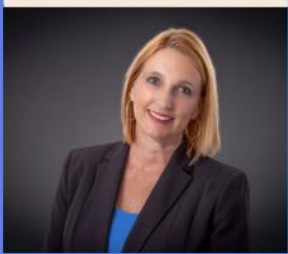
Senior Director  
Resource Development

**BECKY  
AINSWORTH**



Campaign Manager  
Resource Development

**CATHERINE  
THEVENOT**



Vice President  
Community Impact

**Laurie Martin**



Associate Director  
Community Impact

**KIMBERLIE  
HECKARD**



Senior Director  
211 & Resource  
Information

**SARINA CLOONEY**



Manager  
Community Initiatives

**SHENEIKA  
LEMELLE**



Senior Director  
Finance & Administration

**JENNIFER DIMAS**



Accounting Manager  
Finance & Administration

**ALISHA JOHNSON**



Administrative Assistant  
Finance & Administration

**JULIE CARROLL**



Project Manager  
President's Office

**KACEY PATRICK**