



NORTHLAND 5K FOR FOOD ALLERGY – MAY 24, 2025

Held in Duluth, MN at Endion Station - Lakewalk

FOOD ALLERGY FACTS

- Approximately 32 million people in the United States have food allergies.
- Food allergy now affects 1 in 13 children, or roughly two in every classroom.
- Every 3 minutes, a food allergy reaction sends someone to the emergency room.
- Food allergies can be life threatening and there is no cure.

ALEIA PROJECT IS A 501c3 NON-PROFIT ORGANIZATION BASED IN DULUTH, MN THAT EXISTS TO ADVOCATE AND RAISE AWARENESS WITHIN AND FOR OUR LOCAL FOOD ALLERGY COMMUNITY.

The mission of ALEIA Project is to create awareness and educational resources for the food allergy community to live well. ALL FUNDS RAISED LOCAL, STAY LOCAL.

The work of ALEIA Project is focused specifically in these five areas:

ADVOCACY: to connect with fellow members of the food allergy community & provide support.

LIFESTYLE: create/provide opportunities to participate in activities without being limited by food.

EMPOWERMENT: information for the food allergy community to navigate daily life with confidence.


INCLUSION: giving everyone a seat at the table.

AWARENESS: continually creating opportunities to share and raise awareness about food allergy.

WHY PARTNER ALEIA PROJECT?

- Our 5k run/walk event is competitive, yet family-friendly and is a fun and safe morning with activities for all ages. There are multiple ways your company can have a presence at/participate in the walk and engage with attendees.
- The food allergy community is a very ingredient-conscious group and is always looking for safe + trustworthy product/business options to incorporate into their daily lives and routines.
- ALEIA Project provides all sponsors with multiple opportunities for digital and in-person promotion and exposure.
- Our primary initiatives for the upcoming year were developed with community input from outreach events and surveys. These initiatives include: food allergy educational programs, K-12 classroom resources + teacher toolkit, and local support groups for individuals of all ages.

LOCAL SPONSORSHIP LEVELS FOR THE MAY 24, 2025, NORTHLAND 5K RUN/WALK for FOOD ALLERGY

	TEAL HERO	GOLDEN GIVER	SILVER SUPPORTER	FRIEND OF ALEIA
SPONSORSHIP BENEFIT	\$1,500+	\$1,000+	\$500+	\$250+
PRESENCE AT WALK VENDOR TABLE W/ SAMPLES + ENGAGEMENT	X			
TABLETOP SIGNAGE REGISTRATION/WELCOME TABLE	X	X		
LOGO ON EVENT WEBPAGE	X	X	X	
LOGO ON T-SHIRT	X	X	X	X
LOGO ON EVENT MEDIA EMAIL + SOCIAL MEDIA	X	X	X	X
VERBAL RECOGNITION DURING WALK PROGRAMMING	X	X	X	X

If a sponsorship doesn't work for your company at this time, we are also seeking in-kind donations for use at the event. Please contact us at info@aleiaproject.org for more info!



NORTHLAND 5K FOR FOOD ALLERGY **SPONSORSHIP COMMITMENT FORM**

www.aleiaproject.org | info@aleiaproject.org | 218.216.9068

Thank you for partnering with ALEIA Project.

Your support makes a positive, long-lasting impact for the members of our local food allergy community.

Sponsorship applications must be returned completed and with payment no later than May 1, 2025 for the May 24, 2025 Northland 5K for Food Allergy.

Applications will be accepted after this date, however due to printing deadlines applications submitted after May 1, 2025, may not be eligible for printing and recognition opportunities.

Sponsorship level:

- | | | | |
|---------------------------------------|----------|---|---------|
| <input type="checkbox"/> Teal Hero | \$1,500+ | <input type="checkbox"/> Silver Supporter | \$500+ |
| <input type="checkbox"/> Golden Giver | \$1,000+ | <input type="checkbox"/> Friend of ALEIA | \$250+ |
| | | <input type="checkbox"/> Other | \$_____ |

Company information:

Company Name

Address

City

State

Zip

Contact Name

Contact Phone/Email

How would you like your company name to appear on signage and acknowledgements?

Payment Options:

Mail to: ALEIA Project / 200 Mount Royal Shopping Circle #3445 / Duluth, MN 55803

Check enclosed Credit Card: (see below) Online via aleiaproject.org

MC VISA AMEX

Credit Card Number

Expiration Date CVC

Signature

Company Name

agrees to indemnify and hold harmless ALEIA Project for any claims arising from the above state company's participation in this event.

If planning to distribute/sample products, all products must be approved by the board of directors prior to the event date, and should not be consumed onsite.

Please describe products to be sampled:

FOR OFFICE USE:

FOLLOW- UP COMPLETED BY:	
DATE COMPLETED:	
LOGO RECEIVED:	
PRODUCT SAMPLE APPROVAL:	