



**EXERCISE  
YOUR  
FAITH** **5K**  
**RUN  
& WALK**

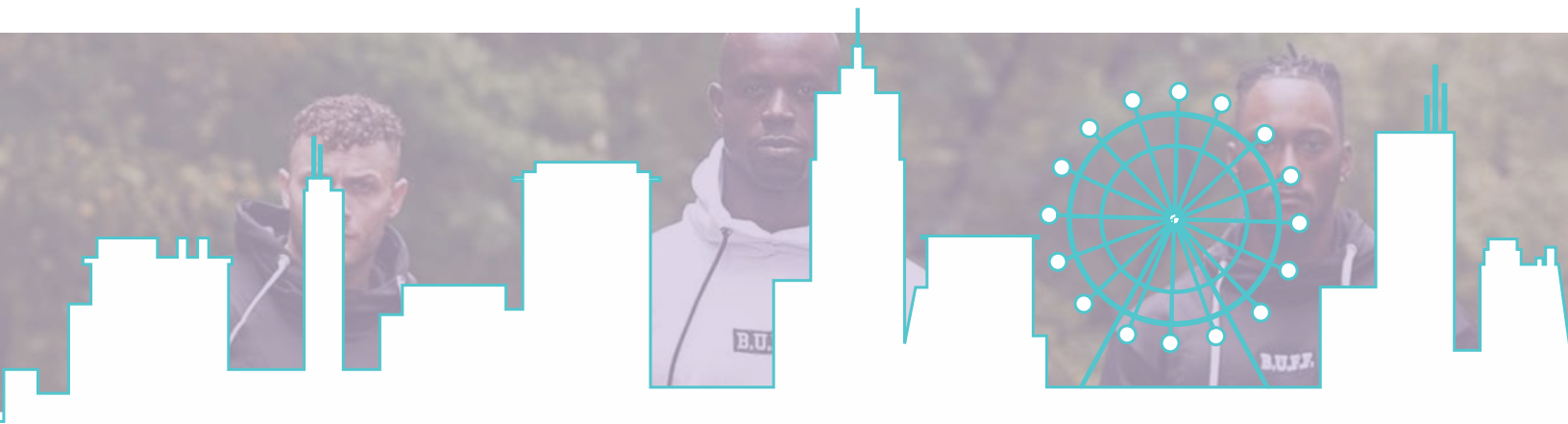
**SEPTEMBER 2024**

**SPONSORSHIP  
PROPOSAL**

[WWW.EYF5K.COM](http://WWW.EYF5K.COM)

# ABOUT US

B.U.F.F. (Believers United For Fitness) is a faith and fitness company providing the community with physical, mental, and spiritual wellness in one facility.



It all began in 2017 when Jude Jean-Marie became the national male winner of Gold's Gym among 20,000 participants in the Gold's Gym National Transformation Competition. He entered the competition as a way to combat depression and weight gain following the passing of his mother, who tragically passed away while he was administering CPR to her. This traumatic experience drove him to work out intensely at the gym. During this time, he also grew spiritually closer to God by attending IHOP, the International House of Prayer.

While working out at the gym and deepening his spiritual connection, these factors began to heal him in his life. However, he noticed severe mental disconnection. Realizing he needed support to navigate emotional and mental stresses that couldn't be solely addressed by exercise or prayer, Jude sought help through therapy. Week after week, therapy helped him find resolution.

Today, he continues on his transformational journey, integrating physical and spiritual wellness. This holistic approach has inspired the Exercise Your Faith 5K Walk/Run, which we are excited to bring to Lawrenceville. This event is designed to bring the community together to work on their fitness goals, mental and spiritual well-being, and support their fitness journeys. It's an incredible opportunity to promote overall wellness and unity. Join us in this event, organized by a passionate leader who is dedicated to running for the cause and inspiring others to achieve total wellness.

# TEAM MEMBERS

Our dedicated team members are experienced and capable to run this event flawlessly. These are also our partners in getting the gym up and running.



## JUDE JEAN-MARIE

Jude Jean Marie began a fitness journey but was sidelined by a patella tendon tear, requiring surgery and months of recovery. With his mother's support, they bonded through workouts, prayer, and Bible study until her sudden passing in December 2016. In her honor, Jude created B.U.F.F. Lifestyle, combining faith and fitness to promote a balanced, healthy life both physically and spiritually.



## JANIA THOMAS

Jania, known as "Jania the Inspiration," is celebrated for her weight loss journey and motivational speaking. She inspires and motivates the youth as a life and entrepreneurship coach. Jania's passion helps others achieve their goals.



## AYANNA THOMAS

Ayanna Thomas, an Atlanta Realtor and Owner of Custom Visionz Branding and Marketing Agency, is passionate about community engagement and helping others become their best selves.



## KELSEY FRANCIS

Ayanna Thomas, an Atlanta Realtor and Owner of Custom Visionz Branding and Marketing Agency, is passionate about community engagement and helping others become their best selves.



## MARQUIA EDWARDS

Marquia Edwards, from South Carolina with a pharmacy background, enjoys giving back and ensuring meticulous organization behind the scenes. Whether managing registrations or meeting everyone's needs, she finds joy in these tasks. Excited to help with the 5K event again this year!



# ABOUT THE EVENT

The goal of our “Exercise Your Faith 5k Run & Walk is to bring awareness to the Christian community about the importance of fitness and mental health.

## 1 TIMOTHY 4:8

“For physical training is of some value, but godliness has value for all things, holding promise for both the present life and the life to come.”

## REASONS WHY WE MUST WORK SO HARD:

- Christians are 30% more overweight than any group of people in other religions.
- Young adults (18-35) who attend church once a week have a 50% chance outcome of becoming obese.
- Church leaders are 76% more overweight than their congregation.
- Georgia ranks number 50 out of 51 U.S. states that lack mental health accessibility.

While these numbers seem astronomical, together we can make a difference to change the statistical narrative. At B.U.F.F., we are committed to creating a community to not only acknowledge the physical fitness health crisis and mental health issues, but to bring tangible change that creates a sustainable healthy lifestyle. At this year’s 5K Run & Walk, we will have activities for all walks of life including a live worship experience + workout session, food trucks, swag bags, FREE t-shirt giveaway for the first 300 registrants, games and MORE!

All proceeds and fundraising efforts will go towards the expansion of Energy Fitness Atlanta, the first ever mental health fitness gym owned by Jude Jean-Marie. This revolutionary gym concept will create an environment where you can access professional life coaches, prayer rooms, quality fitness equipment and personal trainers. Wellness isn’t one dimensional, but it’s three dimensional to include the spirit, mind and body.

## AUDIENCE:

The Christian community has never had cater to them an event of this magnitude. With over 300,000 thousand churches with an average of 1,500 active members in Georgia, we believe our marketing strategy will entice and excite our target market to join the race to better health and we believe with our niche market we can obtain these numbers of churches and active members in Georgia if not more.

## THE STATS:

With the expected participants of 2,000 and 3,000 of supported friends and family

### Age Demographic

27% of them will be under 18  
23% will be between 18-34  
40% will be between 35-64  
10% will be 65+  
Sex Demographic  
49% will be Male  
51% will be Female

### Education Attainment

12% Less than High School  
87% High school Grad or higher  
40% Bachelor degree or higher

### Household Rate

Average 3.1 size 67%  
Married 6% Male  
household 16% Female  
household 10%  
NonFamily Household

### Marital Status Male

35% Never Married  
55% Now Married  
2% Widow  
7% Divorced

### Race & Ethnicity

50% African American 40%  
White American 10%  
Hispanic

### Unemployment Rate

96% employed 4% not  
employed

### Household income

33% Under 50K 34% 50K -  
100K 25% 100K - 200K 7%  
200K+

### Marital status

46% Single  
54% Married

### Marital Status Female

31% Never Married  
51% Now Married  
5% widow  
11% divorced



# MARKETING & BRANDING

It's very important that we represent our selves in the most professional way possible. We have developed event branding that will appeal to the masses.



## MAIN EVENT LOGO

This is the official logo to be used on all the event gear and marketing material.



Main Flyer



Vendor Flyer



Sponsor Flyer

## EVENT MERCHANDISE





## PRE EVENT MARKETING:

- Digital Marketing Ads ( FB, IG, TikTok)
- Shoutout from social media influencers
- Radio/TV interview
- Social Media Giveaway
- Affiliated Church announcement

## DURING THE EVENT:

- Logo placement
- Shoutout from the DJ
- T-shirt with logo placement
- Swag bag giveaway
- Acknowledgement during the Award Ceremony during and after the event from participants.

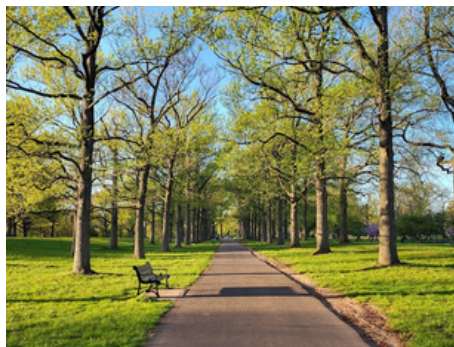
## POST EVENT:

- Logo placement
- Shoutout from the DJ
- T-shirt with logo placement
- Swag bag giveaway
- Acknowledgement during the Award Ceremony during and after the event from participants.

**EVENT LOCATION:** Lawrenceville Lawn - 210 Luckie st, Lawrenceville, GA 30046



**EVENT LOCATION:** Warinanco Park - Roselle, NJ



# SPONSORSHIP PACKAGES

See how we have divided your support options to allow assistance at all levels. Your support with us is appreciated beyond measure.



## Title Sponsor | \$10,000 (1 spot)



- Logo and company name on event T-shirt
- Logo and company name on marketing collateral
- Exhibit tent (Two Prime Location)
- Start and finish banner and signage (Step and Repeat Banner)
- Logo and company name on event website
- 4 Items on swag bag
- Logo on 360 camera
- Registration + T-shirt (24)
- Verbal recognition at event and 5 min speech

## Diamond | \$5,000 (3 spots)



- Logo and company name on event t-shirt
- Logo and company name on marketing collateral
- Exhibit tent (Prime Location)
- Start and Finish Banner and signage (step and repeat banner)
- Logo and company name on event website
- 2 Items on swag bag
- Logo on 360 camera
- Registration + T-shirt (12)
- Verbal recognition at event and speech



**Platinum | \$2,500 (5 spots)**



- Logo and company name on event t-shirt (2nd billing)
- Logo and company name on marketing collateral (flyer, social media)
- Exhibit tent (secondary location)
- Step and repeat banner
- Logo and company name on event website (2nd billing)
- 2 Items on swag bag
- Registration + T-shirt (6)
- Verbal recognition at event

**Gold | \$1,250 (10 spots)**



- Logo and company name on event t-shirt (3rd billing)
- Logo and company name on marketing collateral (flyer and social media)
- Step and repeat banner
- Logo and company name on event website (3rd billing)
- 1 Items on swag bag
- Registration + T-shirt (3)
- Verbal recognition at event

**Sliver | \$500 (100 spots)**



- Company name on event t-shirt (1)
- Logo on marketing collateral (flyer and social media)
- Logo on event website
- Registration + T-shirt (2)

**Bronze | \$250 (100 spots)**

- Company name event t-shirt (1)
- Company name on event website
- Registration + T-shirt (1)

**Supporter \$150(50 spots)**



- Company name on event website
- Registration + T-shirt (1)
- Non-Runner \$25

# WHY SPONSOR US?

Our research shows that your business will benefit our target market. They fit the criteria you are looking for, and you are exactly what they are looking for.

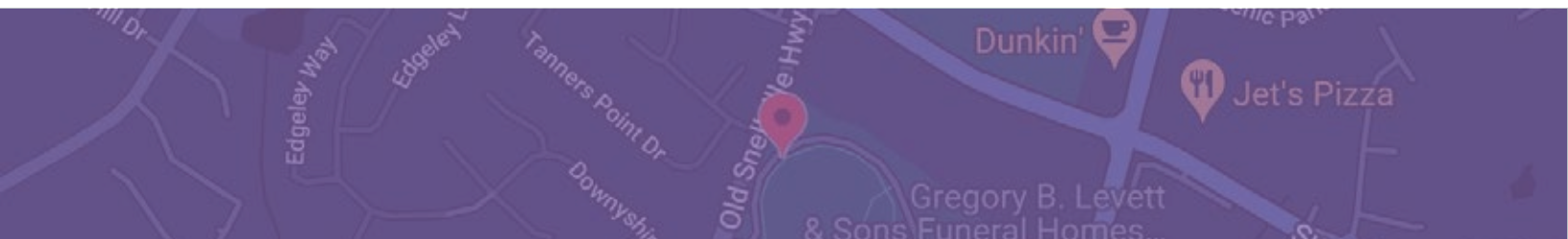
## WHAT SPONSORING US WILL DO FOR YOUR COMPANY:

- Your company will be part of helping the initiative of providing total wellness to young adults, middle ages, and families.
- During the advertising leading up to the tournament, your company will be featured along with the other companies offering their support.
- Throughout the event, brand and product placement will be placed at strategic locations and times.
- The number of people from our targeted market will be more aware of your product and service.

## THE STATS:

- Christian are 30% more overweight than any other religion
- Young adults (18-35) who attend church once a week have a 50% chance of becoming obese
- Leaders are 76% more overweight than the congregation
- 40% of married christians face infidelity
- 20% of married christian leaders faces infidelity

# CONTACT US



@BUFFLIFESTYLE

Website

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Email

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