



## Superhero 5K Community Partner Marketing Kit

On behalf of Candlelighters Childhood Cancer Foundation of Southern Nevada, thank you for your willingness to promote our Superhero 5k event!

Your support is invaluable in helping us raise awareness, increase participation at the event, and ensure no family faces childhood cancer alone.

To make it as easy as possible for you to spread the word, create excitement, and invite others to join the cause, we've prepared this **Community Partner Marketing Kit**. Below, you'll find a collection of marketing tools you can use to get others excited about the 5K, invite them to start their own teams, and encourage them to support the cause!

[Click here](#) to download the Superhero 5K Marketing Kit.

**Printable Flyer:** The “**5K Flyer pdf**” is an 8x10 PDF flyer that can be easily printed or emailed. Display these in your business or share them with schools, gyms, churches, libraries and other local businesses. Ask them to display the flyers on their counters, share them with customers, or email them to their network of contacts.

**Social Media:** Click the “**Social Media folder**” to download ready-to-use images for social media posts. Create your own message or copy/paste the text below to make posts to your social media accounts on Facebook or Instagram social media accounts. Include the links when you post the messages and ask others to like, share, register, and donate!

### Social Post 1: Invite To Register



Registration is now open for the Candlelighters Superhero 5K! This fundraising event helps provide services like financial assistance, travel for treatment, counseling, sibling support, and safe, supportive social opportunities to families with childhood cancer.

Register today for a day of fun, celebration and support! Lace up your sneakers, throw on your cape, and be an everyday superhero - whether you walk, run or fly, you can help ensure no family faces childhood cancer alone.

#Candlelighters5K, #Candlelighters35Years #EverydaySuperhero

Registration link:

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267>

## Social Post 2: Create A Team



If you've ever dreamed of leading a Super Squad to victory, this is your chance!

The Candlelighters Superhero 5K helps provide services like financial assistance, travel for treatment, counseling, sibling support, and safe, supportive social opportunities to families with childhood cancer.

We need every day heroes like you to become Superhero 5K Team Captains. If you're ready to lead, inspire, and do more to help Candlelighters families -

the time is now! Rally your friends, family, pets, and colleagues and create a team!

#Candlelighters5K, #Candlelighters35Years #EverydaySuperhero

Create A Team Link:

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267>

**Email Messages:** Select an email template or create one of your own, then attach the digital flyer and send it to your contacts.

### Business Email Message:

Hello [Recipient],

On September 28, 2024, Candlelighters will be hosting the 35th Annual Superhero 5k powered by Centennial Toyota. For this all-ages event, participants dress in their favorite hero costumes, assemble teams of participants, and walk, run, (or fly!) to complete the 5k.

This fantastic community event not only provides an opportunity to be active, get outside, and have fun - but also supports a great cause. Proceeds from the event help provide services like financial assistance,

travel for treatment, counseling, sibling support, and safe, supportive social opportunities to families with childhood cancer.

If you would like to get involved with this worthy cause, we invite you to participate in this day of fun, hope, and happiness. Whether you [register for the race](#), [create your own team](#), or [make a donation](#), your support will help ensure no family faces childhood cancer alone.

We look forward to seeing many of you there, capes and all!

Sincerely,

[Your Name]

### Personal Email Messages:

1. Subject: Be an Everyday Superhero - Join My Team!

Hi [Friend's Name],

Have you ever wanted to unleash your inner superhero? Now's your chance! I'm putting together a team for the Candlelighters Superhero 5K, and I need awesome people like you to join me.



It's going to be a fantastic day of fun, fitness, and making a difference in our community. Plus, we can dress up as our favorite superheroes (capes and masks encouraged)!

Ready to save the day? Click [Registration Link] to join my team. Let's do this!

[Your Name]

2. Subject: Support The Cause - Every Dollar Counts

Hi [Friend's Name],

I'm gearing up for the Candlelighters Superhero 5K, and while I'm working on my superhero stamina, I need some hero support from you. Every dollar counts, and your donation can make a huge impact on families facing childhood cancer.

Think of it as your good deed for the day - no cape required! 

Click here to donate: [Donation Link]

Thanks for being a hero in your own way!

Best,

[Your Name]

### 3. Help Me Power Up For The Superhero 5K!

Hey [Friend's Name],

I'm on a mission to reach my fundraising goal for the Candlelighters Superhero 5K, and I need a little extra superhero power from you!



Your support will help me get there, and every bit helps. Whether it's \$5 or \$50, it all adds up to make a big difference for families facing childhood cancer.

Click here to power me up: [Fundraising Link]

Thanks for being my sidekick in this adventure!

Cheers,

[Your Name]

#### Quick Reference Links:

**Register for the 5K:**

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267/register/new/select-tickets>

**Create Your Own Team:**

<https://www.classy.org/event/candlelighters-2024-superhero-5k-presented-by-centennial-toyota/e554267>

**Make A Donation:**

<https://www.classy.org/give/554267/#!/donation/checkout>

With your help, we can make this year's Superhero 5K the most POWERful race yet! Thank you once again for your support and dedication to our community!

For questions or requests for additional 5K marketing materials, please contact:

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