

Sponsorship Opportunity: Taking Strides For Pediatric Liver Disease

October 1 - October 31, 2025



Dear Valued Partner,

For over a decade, Colleen's BA 5K has brought local DC metro families, friends, and communities together to raise awareness and funds for Biliary Atresia (BA) – a rare and life-threatening pediatric liver disease. The event honors the legacy of Colleen Mitchel, a bright and courageous young woman who was born with BA, underwent a liver transplant, and continued to advocate for awareness until she tragically passed away at the age of 19 due to complications while awaiting her second transplant.

In 2025, BARE (Biliary Atresia Research & Education) is proud to collaborate on Colleen's BA 5K. As a national organization dedicated solely to Biliary Atresia, we are committed to funding groundbreaking research, supporting families, and advocating for improved outcomes for all those affected. Colleen's story embodies the very reason we exist — and through this partnership, we continue the fight she never gave up on.

We've chosen October for this month-long campaign because it is recognized as Liver Disease Awareness Month. This timing gives us a powerful national platform to spread vital information about liver disease, Biliary Atresia, and the urgent need for pediatric liver transplant awareness. By amplifying our message during this month, we can reach more families, educate the public and medical community, and advocate for earlier diagnosis and better outcomes for children affected by liver disease.

As a virtual event, Colleen's BA 5K offers participants the flexibility to walk, run, or host community events on their own schedule. This allows for multiple gatherings to take place across the country throughout the entire month, expanding our reach and deepening community impact in ways that a single-day event cannot.

Included in this packet are detailed sponsorship opportunities as well as a one-time in-kind donation option. Each level includes a package of benefits designed to maximize your visibility and demonstrate your commitment to this meaningful cause.

Be a part of something powerful. With your support, we can bring awareness, hope, and action to families who need it most.

Jordan Sarbaugh & Kate Mitchel

Jordan Sarbaugh & Kate Mitchel

Sponsorship Information



When you sponsor Taking Strides for Pediatric Liver Disease, you are investing in more than just an event — you're joining a growing movement that is making a measurable difference in the lives of children and families.

Sponsorship Will Help:

- Expand National Exposure
- Reach a broad, engaged audience through online campaigns, virtual participation, and media outreach. Our national footprint means your brand will be seen by families, healthcare providers, and advocates from coast to coast.
- Boost Community Engagement
- Align with an event that unites families, medical professionals, and supporters. Sponsors are recognized as champions for change — helping to build strong, informed, and resilient communities.
- Enhance Brand Recognition
- Demonstrate your commitment to social responsibility. Sponsors will be acknowledged across event materials, digital platforms, and on race-day(s) signage and posts
- Support a Critical Cause
- Your contribution directly supports our efforts to educate families, inform the medical field, and push for life-saving initiatives — like nationwide newborn screening for Biliary Atresia. With earlier detection, we can significantly improve outcomes for affected children.

Starting Line Sponsor

\$250

Every journey begins with a single step.

- Logo on websites, social media 'thank you,' mention in pre-event email & content in digital race packet

Mile Marker Sponsor

\$500

Progress through support, one mile at a time.

- All benefits of the "Starting Line Sponsor" PLUS second 'thank you' post on race/event days as well as post-event 'recovery' packet. One social media educational post with credit to sponsor

Finish Line Sponsor

\$1,000

Progress through support, one mile at a time.

- All benefits of the "Mile Marker Sponsor" PLUS verbal 'thank you' and video during race & event day throughout the month of October, name & logo on exclusive race day playlist - shared with all participants.

Champion of Hope

\$2,500

For every child's brighter future..

- All benefits of the "finish Line Sponsor" PLUS, pre-recorded or printed message to participants for either kick-off or wrap-up, dedicated sponsor spotlight email, elevated/prioritized logo placement on websites & communications & digital packets (pre & post race). One educational webinar with credit to the sponsor.

Presenting Sponsor

\$5,000

The exclusive title sponsor

- Naming rights on all event branding (e.g. "your brand presents 'Taking Strides for Pediatric Liver Disease,'" most prominent logo placement on all digital asset, exclusive naming of a custom race day challenge or event (e.g. "The [Brand] Sprint for Hope" with prize), Highlighted as the Presenting Sponsor in all public-facing content, videos, and emails

COMMITMENT FORM



Sponsor Information

Organization	
Contact Person	
Address	
Phone & Email	
Website	

Sponsorship Level

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$5,000) | <input type="checkbox"/> Mile Marker Sponsor (\$500) |
| <input type="checkbox"/> Champion of Hope Sponsor (\$2,500) | <input type="checkbox"/> Starting Line Sponsor (\$250) |
| <input type="checkbox"/> Finish Line Sponsor (\$1,000) | |
| <input type="checkbox"/> I am not able to sponsor but would like to make an In-kind donation | |

Amount: _____

BARE Inc NFP is a registered 501(c)(3) nonprofit organization (EIN: 88-0610702)
Donations are tax-deductible to the extent allowed by law. Please consult your tax
advisor for more information.

Payment Details - *Please contact BARE if you need alternative payment methods*

By Check:

Made payable to:
BARE Inc NFP

P.O. BOX 125,
Kaukauna, WI 54130

Venmo Payment:



Card Payment:



Terms & Conditions

By committing to sponsorship, sponsors grant BARE Inc NFP and Colleen's BA 5K the right to use their company name, logo, and branding materials in promotional content related to the event, including but not limited to print, digital, and social media platforms. Sponsorship benefits are contingent upon full payment. Failure to submit payment by the agreed-upon deadline may result in the forfeiture of sponsorship benefits, including but not limited to logo placement, recognition, and event participation opportunities.