



## **JOHN MICHAEL MORRISON MEMORIAL 5K RUN/Walk & 1-Mile Walk** *Benefiting the John Michael Morrison Memorial Scholarship Fund*

### **SPONSORSHIP OPPORTUNITIES** **Deadline May 13, 2024**

The Morrison Family is pleased to announce the **5th Annual JOHN MICHAEL MORRISON MEMORIAL 5K Run/Walk & 1-Mile Fun Walk** on **Saturday, June 22nd, 2024 at 8:00am**. The event will start at WEST PLAINS Junior High School and proceed through the Westover neighborhood and finish back at the school.

John Michael was an avid long distance runner with a “team first, ALL IN” attitude. He encouraged his teammates in a Christian manner and put the best interest of his team and teammates before his own. On August 12, 2019, two days before starting his Junior year at Randall High School, he lost his life in a car accident while leaving Cross Country practice.

The Morrison Family chose to honor John Michael’s memory, character and love of running by taking his savings, last paycheck from Jorge’s and donations from family and friends and established a Memorial Scholarship Fund. This fund provides scholarships for Senior Cross Country/Track runners who embody those same characteristics. The scholarship was originally intended for Randall High School runners but after seeing John Michael’s impact on fellow athletes outside his school, The Morrison Family opened the Scholarship to AMARILLO AREA runners as well. Thanks to the generosity of numerous family, friends and community sponsors, they’ve added multiple scholarships and awarded **\$71,000** in scholarships over the past 4 years to runners from Amarillo High, Boys Ranch, Bushland, Canyon, Caprock and Randall High Schools. They anticipate awarding over \$30,000 again this spring.

The **JMM Memorial 5K Run/Walk** is the primary financial source for the **SCHOLARSHIP FUND**. **YOUR SUPPORT** will enable The Morrison Family to continue to honor John Michael’s memory and bless high school seniors who share his passion for the sport of long distance running by awarding SCHOLARSHIPS to help these athletes continue their education.

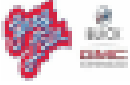
In addition to scholarships, **The Morrisons are excited to announce “JOHN MICHAEL’S CLOSET”**. This is a program designed to provide running shoes for Junior High & High School athletes who show an interest in running long distance but don’t have the means for the necessary equipment. Junior High & High School coaches will provide recommendations for this program and work closely with The Morrisons and the distribution process. **We would LOVE to have you join us in providing this opportunity to help young athletes discover a passion and reach their potential!! Please see the SPONSORSHIP LEVEL page to indicate your support for this new program.**

Show **YOUR SUPPORT** in carrying on JM’s memory and legacy by **SPONSORING** the  
**JMM Memorial 5K Run/1 Mile Walk**  
Sponsorship Levels listed on the following page.  
**THANK YOU FOR YOUR SUPPORT!!!!**

# SPONSORSHIP LEVELS



**LEGACY LEVEL-EXCLUSIVE TO ONE SPONSOR - \$5,000:** Includes large logo on TV commercial, large logo placed on top of the t-shirt, banner, yard signs throughout the route, business name announced at the start of the race, social media presence, 4 participant shirts and 12 entries. This sponsorship will primarily be used to award the LEGACY SCHOLARSHIP to be awarded at the 5K to a past recipient who continues to compete in long distance running on a collegiate level. This Sponsor will be announced at the presentation and listed on the recipient's certificate or may remain anonymous if the Sponsor so wishes.



**LIGHTNING LEVEL - EXCLUSIVE TO ONE SPONSOR - \$4,500:** Includes large logo on TV commercial, large logo placed on top of the t-shirt, banner, yard signs throughout the route, logo etched on the back of the participant medals, business name announced at the start of the race, social media presence, 4 participant shirts and 10 entries



**ENDURANCE LEVEL - EXCLUSIVE TO ONE SPONSOR - \$3,000:** Includes large logo on TV commercial, large logo placed on top of the t-shirt, banner, yard signs throughout the route, business name announced at the start of the race, social media presence, 3 participant shirts and 10 entries. This sponsorship will primarily be used to award the newest ENDURANCE SCHOLARSHIP to be awarded at the 5K to a past recipient who may not be competing as a long distance runner but who has continued to excel in pursuing their college degree. This Sponsor will be announced at the presentation and listed on the recipient's certificate or may remain anonymous if the Sponsor so wishes.

**PLATINUM LEVEL - \$2,000:** Includes logo on TV commercial, large logo on the T-shirt and banner, yard signs throughout the route, your name/business announced at the start of the race, social media presence, 3 participant t-shirts and 10 entries

**GOLD LEVEL - \$1,000:** Includes large logo on the T-shirt and banner, yard signs throughout the route, your name/business announced at the start of the race, social media presence, 2 participant t-shirts and 6 entries

**SILVER LEVEL - \$500:** Includes logo on the T-shirt, social media presence, 2 participant shirts and 4 entries

**BRONZE LEVEL - \$250:** Includes logo on the T-shirt, social media presence, 1 participant shirt and 2 entries

**5th ANNIVERSARY GOAL to RAISE ADDITIONAL \$5,000 to stock JOHN MICHAEL'S CLOSET**

\$ \_\_\_\_\_ (additional amount)

**PLEASE INDICATE IF YOU WOULD LIKE TO INCLUDE SWAG FOR GOODIE BAGS!!!**

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Name/Company Name

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Contact Name

Contact Phone

Contact Email

Shirt Sizes (Adult)    \_\_\_\_\_ XS    \_\_\_\_\_ Small    \_\_\_\_\_ Medium    \_\_\_\_\_ Large    \_\_\_\_\_ XL    \_\_\_\_\_ 2XL    \_\_\_\_\_ NONE

Make Checks Payable to:  
John Michael Morrison Memorial  
Scholarship Fund

Mail to: % Amanda Morrison  
6400 Cheshire Drive  
Amarillo, TX 79109

Sponsorships can also be paid at  
johnmichaelmorrisonmemorial.org or the  
RunReg address listed below

For questions, contact Amanda Morrison at 806-674-0766 or [amanda.morrison@johnmichaelmorrisonmemorial.org](mailto:amanda.morrison@johnmichaelmorrisonmemorial.org)

**Sponsors wishing to participate in the 5K/1 Mile Walk MUST register through the race registration website by June 19, 2024 (Complimentary Codes will be issued with your invoice)**

**<https://www.runreg.com/john-michael-morrison-memorial-5k-run>**

**Proceeds from the 5K Run will benefit the John Michael Morrison Memorial Scholarship Fund.**  
The John Michael Morrison Memorial Scholarship Fund is a 501(c)3. All contributions are tax deductible.

**Tax Donation Receipts will be emailed following the race.**