

## **5K Run/Walk Event Overview**

### Event Name:

"Fraternity of Roosters Run/Walk 5K"

## Proposed Dates:

- January 19th or January 26th, 2025

### Start Time:

- 7:00 AM

### Potential Sponsors:

- 1. Title Sponsor:
- Barita
- Development Bank of Jamaica (DBJ)
- 2. Other Contributors:
- National Commercial Bank (NCB)
- Bank of Nova Scotia
- VM Group
- CPJ
- Gatorade
- Pure Water/Lasco iCool/Wata Water

### Objective:

- Raise funds to assist in the financial needs of Grove Primary School and Salvation Army School for the Blind.

### Route:

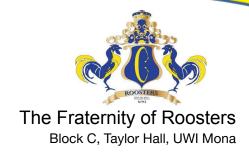
- 5K route on UWI Mona campus, from August Town to George Alleyne Hall.

## Fundraising Goals:

- Raise between JMD 500,000 to JMD 1,000,000.

### Use of Funds:

- Aid in Grove Primary School's infrastructure:
- Build pipes
- Bathrooms



- Flooring
- Fencing
- Better classrooms
- Lighting
- Finish their math lab

## Registration Fee:

- JMD 1,000

## **Donation Incentive:**

- Free T-shirt

# Event Package:

- Cost: JMD 5,000

### Includes:

- Shirt
- Drawstring bag
- Number tag
- Bottle of water

# Publicity and Media Outreach:

## Local Ads:

- Television Jamaica (TVJ)
- CVM
- RJR

### **Publications:**

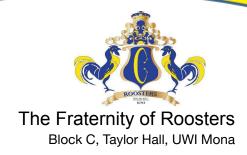
- Gleaner
- Jamaica Observer

# Campus Media:

- Guild TV
- FIWICampus

# Photography and Videography:

- Soul Designs
- PRDBYVIC
- GuildTV



### Event MC:

- Guild TV

### DJ:

- Monster Sound

# Categories:

- Disabled
- College
- Senior

### Prizes:

- Top 5-10 individuals in each category receive medals.

### Volunteers:

- Volunteer Recruitment: Sign up via google form for various roles such as water station attendants, route marshals, etc.

# Health and Safety:

- Medical Team: UWI Sert
- First Aid: Medical support and first aid stations will be available along the route.
- COVID-19 Precautions: Check temperatures and sanitation

### Entertainment and Activities:

- Post-Race Activities: Music, food stalls, games, and other entertainment.