



The Fraternity of Roosters
Block C, Taylor Hall, UWI Mona

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



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- 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



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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.