



AMERANT BANK 5K

To benefit United Way Miami

2025 SPONSORSHIP OPPORTUNITIES

January 26, 2025
5K starts at 7:30 am
Coral Gables City Hall
405 Biltmore Way
Coral Gables, FL 33134





The **Amerant Bank 5K** welcomes runners, walkers and wellness enthusiasts of all ages to unite for a day filled with fitness, fun and community spirit in Coral Gables. As participants navigate through the charming streets of Coral Gables and the surrounding areas, they will celebrate health, well-being and the power of philanthropy.

In celebration of our centennial year, this event reflects **United Way Miami's** century-long commitment to improving lives across Miami-Dade County. Through our **Health & Wellbeing** pillar, we strive to promote healthier lifestyles and ensure access to essential resources are within reach for every resident.

Proceeds from the Amerant Bank 5K will directly support United Way Miami's work. These funds will drive nearly 100 programs that positively impact **more than 187,000 individuals annually**, providing essential services that help families thrive.

GENERAL ADMISSION

- October 1 - 31: \$40
- November 1 - 30: \$45
- December 1 - January 13: \$50
- January 14 - 21: \$55

General admission includes a 5K shirt (for first 700 participants to check in).

All proceeds from sponsorships and registrations will benefit United Way Miami.

ABOUT UNITED WAY MIAMI

United Way Miami has been a leader in Miami-Dade's nonprofit community for 100 years. Founded in 1924, we work with our network of donors, volunteers and partners to transform the lives of our most vulnerable residents. We leverage our unique position to convene the community and build awareness of Miami-Dade's needs and potential. Through our Core Four pillars – **Health & Wellbeing**, **Education**, **Resilient Communities** and **Economic Mobility** – we invest in more than 100 programs at over 60 impact partner agencies and lead 17 initiatives to address local issues and support families and individuals throughout the county. Entering our next century, we're building on our legacy of future-focused, innovative, collaborative work to continue making a lasting impact today and for generations to come.





Benefits	Title SOLD OUT	Platinum Medal	Gold Medal	Silver Medal	Bronze Medal	Pace- Setter
Tent & Table Display in Park	2 Premium Location	2	2	1	1	1
Registrations (includes race shirt)	125	100	75	50	25	
Sponsor name included in logo lock-up	✓					
Logo on Step & Repeat	✓					
Opportunity for company executive to deliver brief message on-stage	✓					
On-stage mentions	3	2	1			
On-site Branding* (pre-approved by UWM)	<ul style="list-style-type: none"> • Mainstage Signage • Race Shirt (Front) • Race Bibs • Start and Finish Line Banners • Participant Medals 	<ul style="list-style-type: none"> • Water Stations • Race Shirt (Top Line) 	Race Shirt (Back)	Race Shirt (Back)	Race Shirt (Back)	Race Shirt (Back)
Logo and/or name recognition on the following:* <ul style="list-style-type: none"> • Event press releases directed to local media 	✓	✓	✓			
Logo and/or name recognition on the following:* <ul style="list-style-type: none"> • Event-related social media post via United Way Miami social channels 	✓	✓	✓	✓		
Logo and/or name recognition on the following:* <ul style="list-style-type: none"> • Email invites and post-event communications • United Way Miami website • Event signage 	✓ (Direct link)	✓ (Direct link)	✓ (Direct link)	✓	✓	
Investment	SOLD OUT	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000

*per production timeline

For more information, sponsorship or media inquiries, please contact events@unitedwaymiami.org or call 305-646-7007.

United Way Miami Highlights



Website

- For FY23-24:
 - Monthly Views: **45K+**
 - Annual Views: **543,426***
 - Engaged Sessions: **180,666****
 - **46%** of users are geographically located in Florida, with the majority in the city of Miami



Social Media

- **40K+** followers on Facebook, X, Instagram and LinkedIn combined
- Engagement Rate: **5.9%****
- Average Monthly Impressions: **88K******



Email

- Average open rate for FY23-24: **43%**
 - Industry average open rate: **26%**



Press

- News Reach: **871M** (1)
- Total AVE: **8.06M** (2)
- Estimated Views: **225K** (3)
- Total Mentions: **472** (4)

* Views: Each time a page on the website is looked at either by opening or reloading a page
** Engaged Sessions: Visit to the website where the user spends typically 10 seconds or more

*** Engagements: The sum of interactions with a social media post, including likes, comments, shares and clicks.
**** Impressions: The total number of times a piece of content has been displayed on users' screens.

References:
(1) Reach: estimates the potential viewership of a specific article based on the number of monthly unique visitors to the source.
(2) Advertising Value Equivalency (AVE): approximates the monetary value of earned media efforts (e.g. a PR Campaign) by comparing them to the equivalent cost of placing advertisements.
(3) Estimated Views: approximates the number of times an average article from a publication has been viewed.
(4) Mentions: total volume of all mentions from news/media sources.



PAST MEDIA COVERAGE

- CBS
- WSVN
- Univision
- Telemundo

Registration opens this fall at unitedwaymiami.org/Amerant5K

Wins by Numbers

Key Demographics:

More than 800 registered participants

Gender:

52% Female
48% Male

Age:

13% 0-24
40% 25-39
30% 40-54
18% 55+

Geography:

46% Miami
17% Coral Gables
36% Other (Doral, Homestead, Hialeah, Miami Beach, Palmetto Bay, Cutler Bay)

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