# February 11, 2023
# SPONSORSHIP PACKAGES

## PRESENTING SPONSOR (LIMITED TO ONE SPONSOR) - SOLD OUT!

- Logo placed on sleeve of race shirts (approx. 800)
- Logo on homepage and Sponsor page of race website as Presenting Sponsor
- Logo on Parks & Recreation website as a Parks & Recreation Sponsor
- Recognition in all media/promotional materials as the Presenting Sponsor
- 1/4 page advertisement in Live & Play Georgetown Activity Guide, published 2x year ($500 value)
- Logo placed on Mile Markers on the race course (3)
- Logo on finish line banner
- Opportunity to place promotional materials in race packets
- Recognized during race announcements as Presenting Sponsor
- Complimentary race shirts provided for staff attending the event
- Complimentary booth at finish line
- Logo on marketing materials (printed and digital)
- Recognition on social media (16,000+ followers across 3 platforms)
- Recognition in email newsletters (22,000+ subscribers)

## PLATINUM SPONSOR - $750

- One-color logo placed prominently on back of race shirts (approx. 800)
- Logo placed on Sponsor page of race website as Platinum Sponsor
- Logo on Parks & Recreation website as a Parks & Recreation Sponsor
- Recognition in all media/promotional materials as a Platinum Sponsor
- 1/8 page advertisement in Live & Play Georgetown Activity Guide, published 2x year ($200 value)
- Logo on finish line banner
- Opportunity to place promotional materials in race packets
- Recognized during race announcements as Platinum Sponsor
- Race t-shirts provided for staff attending the event
- Complimentary booth at finish line
- Recognition on social media (16,000+ followers across 3 platforms)

## GOLD SPONSOR - $500

- One-color logo placed on back of race shirts (approx. 800)
- Logo placed on race website as Gold Sponsor
- Logo on Parks & Recreation website as a Parks & Recreation Sponsor
- Recognition in all media/promotional materials as a Gold Sponsor
- Logo on finish line banner
- Opportunity to place promotional materials in race packets
- Recognized during race announcements as Gold Sponsor
- Race t-shirts provided for staff attending the event
- Complimentary booth at finish line
- Recognition on social media (16,000+ followers across 3 platforms)

## MAJOR FOOD SPONSOR

Post-race activities are a major component of the race. Any restaurants that provide food and/or beverages for the race, as well as attend to “cater” the event, are recognized as a Gold Sponsor with the same benefits.

## WATER STOP SPONSOR - $350 - SOLD OUT!

- One-color logo placed on back of race shirts (approx. 800)
- Company name listed on race website as Water Stop Sponsor
- Logo on Parks & Recreation website as a Parks & Recreation Sponsor
- Name or banner will be prominently displayed at the Water Stop
- Recognized during race announcements as Water Stop Sponsor
- Exclusive promotion of business at designated Water Stop (sponsor may include decorations, cups with logos, logo-attired volunteers, etc.)
- Recognition on social media (16,000+ followers across 3 platforms)

## SILVER SPONSOR - $250

- Company name placed on back of race shirts (approx. 800)
- Company name listed on race website as Silver Sponsor
- Logo on Parks & Recreation website as a Parks & Recreation Sponsor
- Recognized during race announcements as Silver Sponsor
- Complimentary booth at event
- Recognition on social media (16,000+ followers across 3 platforms)

## BRONZE SPONSOR - $150

- Company name placed on back of race shirts (approx. 800)
- Company name listed on race website as Bronze Sponsor
- Logo on Parks & Recreation website as a Parks & Recreation Sponsor
- Recognized during race announcements as Bronze Sponsor
- Complimentary booth at event
- Recognition on social media (16,000+ followers across 3 platforms)

## RACE DAY BOOTH - $50

- Company/organization can set up a booth at the finish line and pass out promotional information to participants. Please note: vending is not allowed.

## IN-KIND

Let's work together to customize a sponsor package! There are many components that collectively produce a great race event. Several of these include having door prizes, food and items for the race participants.

Examples of in-kind donations include:

- food or beverages
- products
- race winner prizes

**We appreciate your support! To get started, contact:**

**Courtney Butler, Community Engagement Coordinator**
**courtney.butler@georgetown.org • 512-930-8468**