



Eat My **CRUST**

5K 2017 Viera, FL

May 7, 2017 will be #6

SPONSORSHIP OPPORTUNITIES

We invite you to join the race.



SPONSORSHIP LEVELS



EMAIL BLASTS

Exposure and recognition on pre and post-event email blasts (Feb–May 2017) to over 1,750 individuals.

PIZZA BOX TOP ADVERTISING

Inclusion in pizza box top flyers on all take-out and delivery boxes distributed throughout the local community by Viera Pizza.

ONLINE/SOCIAL MEDIA

Exposure on the Eat My Crust 5K website, and dedicated posts on associated Facebook and Instagram properties.

EVENT PRESS RELEASES

Select sponsors will be included in official pre-event press releases.

PRINT ADS

Inclusion in print advertising campaign with local running club newsletters and possibly newspapers.

EVENT EXPOSURE

Inclusion in signage at all Eat My Crust 5K related events and emcee mentions throughout Race Day for all eligible sponsors as well as space at event to demonstrate or showcase business. (dependent on sponsorship level).

RACE PACKET PRODUCT INSERTION

All sponsors have the opportunity to distribute product samples and marketing items in the race packets each participant receives. Raffle giveaways will also be accepted.

Supreme Pizza Sponsor Level \$5000

- ★ Company logo/name on Top tier of the back of the race shirt
- ★ Large logo/name on race banner
- ★ EXCLUSIVE pizza box top flyer advertising of business in an agreed upon month. Inclusion on race promo flyer in April 2017.
- ★ 10 Eat My Crust 5K race entries & t-shirts
- ★ Buffet Style Catering by Viera Pizza for 20 people (date tbd)
- ★ Race website listing with link and sponsor feature
- ★ Literature/product samples in all race packets
- ★ Race Day Space to showcase or demonstrate business on 5/7

Stuffed Pizza Sponsor Level \$2500

- ★ Company logo/name on 2nd tier of back of the race shirt
- ★ Medium logo/name on race banner
- ★ Sub-feature listing on race promo flyer on Viera Pizza boxes in April 2017
- ★ Race website listing with link and sponsor feature
- ★ Literature/product samples in all race packets
- ★ 5 Eat My Crust race entries & t-shirts
- ★ Buffet Style Catering by Viera Pizza for 10 people (date tbd)
- ★ Race Day Space to showcase or demonstrate business on 5/7

NY Style Pizza Sponsor Level \$1000

- ★ Company logo/name on 3rd tier of the back of the race shirt
- ★ Small logo/name on race banner
- ★ Small listing on race promo flyer on Viera Pizza boxes in April 2017
- ★ Race website listing with link and sponsor feature
- ★ Literature/product samples in all race packets
- ★ 2 Eat My Crust race entries & t-shirts
- ★ Race Day Space to showcase or demonstrate business on 5/7

Gourmet Pizza Sponsor Level \$500

- ★ Company logo/name on 4th tier of the back of the race shirt
- ★ Small logo/name on race banner
- ★ Standard listing on race promo flyer on Viera Pizza boxes in April 2017
- ★ Race website listing with link and sponsor feature
- ★ 1 Eat My Crust race entry & t-shirt
- ★ Literature/product samples in all race packets
- ★ Race Day Space to showcase or demonstrate business on 5/7

Calzone Sponsor Level \$250

- ★ Company logo/name on 5th tier of the back of the race shirt
- ★ Small logo/name on race banner
- ★ Race website listing with link and sponsor feature
- ★ Literature/product samples in all race packets

Stromboli Sponsor Level \$150 or product donation

- ★ Race website listing with link and sponsor feature
- ★ Literature/product samples in all race packets

See the benefits + positive impact of supporting a charitable event that encourages a wholesome, healthy lifestyle!

The **6th Annual Eat My Crust 5K** will be held on Sunday, May 7, 2017. The run/walk will begin at Viera Pizza and end on the Viera High School Track.



Proceeds from the 5K benefit the Viera High School Athletic Department, Special Olympics and the Early Steps Program, all located here in Brevard County.

To date we've raised over \$100,000.

As an **Eat My Crust 5K** sponsor, you'll receive recognition within a comprehensive marketing campaign. With over 1,100 registrations in 2016 we are projecting over 1,500 this year. It's one of the most popular races in Brevard County.

\$150

\$250

\$500

\$1000

\$2500

\$5000

COMPLETE THIS FORM

Sunday, May 7, 2017 * 7:00 am start time * Viera Pizza, Stadium Parkway

SPONSOR PARTICIPANT CONFIRMATION FORM

Date: _____

Sponsor Level: _____

Company Name: _____

(As it will appear in advertising)

Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Website address: _____

Are you interested in participating in the 5K event? Yes _____ No _____

Authorized Sponsor Signature: _____

Amount of Donation \$ _____ To be paid by 2/28/17

Please make Sponsorship checks payable to: **POWER OF PIZZA CHARITIES, INC**

Questions? Please call Brittany Streufert, race director at (321) 412-1830 or Mike Acosta at Viera Pizza (321) 636-7696.

Viera Pizza reserves the right to change the bags/t-shirts/promos as needed and will respect the trademarks/logos/imprints of its sponsors. Image approval will be offered to sponsors when requested.