



Inaugural Race | Christmas Eve, December 24 | 7:30AM

SPONSORSHIP OPPORTUNITIES

2017 SPONSORSHIP OPPORTUNITIES

RACE DAY:

Sunday, December 24, 2017

PROJECTED AUDIENCE:

500 Participants (95% Local Residents) + hundreds of spectators

BENEFITS:

TLC Newborn

THE RACE:

Run Run Santa 1 Mile is projected to become a great tradition and one of the most unique annual races in Indian River County.

As a *Run Run Santa* sponsor, you'll receive recognition within a comprehensive marketing campaign that includes:

EMAIL BLASTS

Exposure and recognition on pre and post-event email blasts (July 2017–Jan 2018) to over 1,000 individuals.

ONLINE/SOCIAL MEDIA

Exposure on the Run Run Santa 1 Mile website and event page, 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 newspaper and/or local magazines.

EVENT EXPOSURE

Inclusion in signage at all Run Run Santa related events and emcee mentions throughout Race Day for all eligible sponsors (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.

\$3,000 PLATINUM SPONSOR PACKAGE (2 available)

This is the premium level of sponsorship designed to give the highest level of exposure to your company.

- ★ Leading logo/name on race banner positioned at post-race party & on Finish Line structure.
- ★ Company logo on every race bib which is worn by every participant.
- ★ Company logo on back of race medal given to every finisher at the race.
- ★ Race website listing with link and sponsor feature.
- ★ Marketing/product samples in all race packets.
- ★ 10 race entries (includes Santa suits)

\$1,500 GOLD SPONSOR PACKAGE

This is the gold level of sponsorship designed to give a large level of exposure to your company.

- ★ Large logo/name on race banner positioned at post-race party & on Finish Line structure.
- ★ Company logo on Santa suit shirt worn by every participant.
- ★ Race website listing with link and sponsor feature.
- ★ Marketing/product samples in all race packets.
- ★ 5 race entries (includes Santa suits)

\$500 SILVER SPONSOR PACKAGE

This is the third highest level of sponsorship designed to give prominent levels of exposure to all participants.

- ★ Medium logo/name on race banner positioned at post-race party.
- ★ Race website listing with link and sponsor feature.
- ★ Marketing/product samples in all race packets.
- ★ 2 race entries (includes Santa suits)

\$250 BRONZE SPONSOR PACKAGE

This level of sponsorship is designed to give high levels of exposure to all participants.

- ★ Small logo/name on race banner positioned at post-race party.
- ★ Race website listing with link and sponsor feature.
- ★ Marketing/product samples in all race packets.
- ★ 1 race entry (includes Santa suit)

\$150

FRIEND OF SANTA

Ideal for smaller businesses interested in the added exposure and show of community support.

2017 SPONSORSHIP DONATION FORM

COMPLETE THIS FORM

Company Name: _____
(As it will appear in advertising)

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Sponsorship Level: (Check one)

_____ Platinum (\$3,000+)

_____ Bronze (\$250+)

_____ Gold (\$1,500+)

_____ Friend of Santa (\$150+)

_____ Silver (\$500+)

Amount of Donation \$ _____ To be paid by 11/01/17

Please make Sponsorship checks payable to: Power of Pizza Charities

Authorized Signature: _____

Questions? Please call Brittany Streufert, race director at (321)412-1830 or email runrunsanta1mile@gmail.com. Power of Pizza Charities (a 501c3 organization) reserves the right to change the bags/suits/promos as needed and will respect the trademarks/logos/imprints of its sponsors. Image approval will be offered to sponsors when requested.



Please email your company logo to: runrunsanta1mile@gmail.com.

Logos **MUST** be received ASAP to guarantee inclusion in all race marketing materials.

For complete participant race information we invite you to visit: www.runrunsanta.com.