



City of Georgetown Parks and Recreation Cupid's Chase 5K & Fun Run February 10, 2024 SPONSORSHIP PACKAGES

PRESENTING SPONSOR (LIMITED TO ONE SPONSOR) - \$1,500

- One-color logo placed prominently on back of race shirts (approx. 800)
- Logo on 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 (2)
- Logo on sponsor banner
- Opportunity to place promotional materials in race packets
- Recognized during race announcements as Presenting Sponsor
- 10 complimentary race shirts, with the option to purchase more at a discounted rate
- 2 complimentary race registrations, with the option to purchase more at a discounted rate
- Complimentary booth at finish line
- Logo on marketing materials (printed and digital)
- Recognition on social media (18,000+ followers across 3 platforms)
- Recognition in email newsletters (30,000+ subscribers)
- First right of refusal for Presenting Sponsorship for following year's race

PLATINUM SPONSOR - \$750

- One-color logo placed prominently on back of race shirts (approx. 800)
- Logo on 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 sponsor banner
- Opportunity to place promotional materials in race packets
- Recognized during race announcements as Platinum Sponsor
- 7 complimentary race shirts, with the option to purchase more at a discounted rate
- 1 complimentary race registration, with the option to purchase more at a discounted rate
- Complimentary booth at finish line
- Recognition on social media (18,000+ followers across 3 platforms)

GOLD SPONSOR - \$500

- One-color logo placed on back of race shirts (approx. 800)
- Logo 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 sponsor banner
- Opportunity to place promotional materials in race packets
- Recognized during race announcements as Gold Sponsor
- 5 complimentary race shirts, with the option to purchase more at a discounted rate
- Option to purchase race registrations at a discounted rate
- Complimentary booth at finish line
- Recognition on social media (18,000+ 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 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
- 2 complimentary race shirts, with the option to purchase more at a discounted rate
- Exclusive promotion of business at designated Water Stop (sponsor may include decorations, cups with logos, logo-attired volunteers, etc.)
- Recognition on social media (18,000+ followers across 3 platforms)

SILVER SPONSOR - \$200

- Company name placed on back of race shirts (approx. 800)
- Company name 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
- 1 complimentary race shirt, with the option to purchase more at a discounted rate
- Recognition on social media (18,000+ 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:

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