



Race Date: November 7, 2015

Race Time: 8:00 AM

Race Location: Snap Fitness, 11914 Elm Ln, Charlotte, NC 28277

Dear Potential Sponsor,

Thank you for your interest in sponsoring the Second Annual Snap Crackle Run 5k and 1 Mile Fun Run! We are looking to making this event more successful than last year and we need your help! **100% of the proceeds will be donated to the Ronald McDonald House of Charlotte.**

Race sponsorship is a great way to showcase your business to a concentrated group of individuals with similar interests. Using our event as an advertising medium, your name and logo will be published on print materials, online advertising, social media announcements, t-shirts, and race day recognition.

As a title or presenting sponsor, your business name will be attached to the event name, placing you whenever and wherever the race is advertised. The list below walks you through our full advertising spectrum. Please see the Sponsorship Levels sheet for a breakdown of what items pertain to each level.

### **Print Materials**

- We distribute rack cards and posters to local running stores, gyms, cafes and coffee shops.
- The race will be featured in the Charlotte Observer Monday Race Calendar.

<http://snapcracklerun.racesonline.com>

Saieedah T. Jones \* 704.242.7584 \* [Siones@Heights-Fitness.com](mailto:Siones@Heights-Fitness.com)

## **Online Advertising**

- Our custom race website features sponsors of all levels on every page.
- We advertise the event on race specific online calendars, local radio and news station community calendars and 3 separate running email newsletters reaching over 50,000 Charlotte runners.

## **Social Media Announcements**

- Our Facebook page has a continually growing number of likes. We post about our race, announce new sponsorships, link our event to your Facebook page, and post pictures of t-shirts and advertising materials featuring your logo. Each time a post receives a 'like' or comment, this generates on the news feed of their friends, reaching an unlimited number of community members.

## **T-Shirts**

- We will create a custom and unique t-shirt for the race. A good t-shirt means our race participants wear it often, all around town, and your logo is seen all year long.

## **Race Day Recognition**

- From the start of race day registration through the awards ceremony, sponsors are continually thanked and recognized for their support. We will add a short statement of who you are and what you do to help connect participants to your business.
- Sponsors are able to bring booths and tents to the event. You are able to offer coupons, promotional materials or services to engage participants.

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## **SNAP CRACKLE RUN 5K & FUN RUN SPONSORSHIP LEVELS**

### **Presenting Sponsor: \$3,000**

- Premiere Location of Logo on Website, Advertisements, and T-Shirt
- Listed as Presenting Sponsor in Race Day Announcements
- 10 Free Entrees into the Event
- Race Packet Insert
- Banner Recognition at Event
- Table at Event

### **Finish Line Sponsor: \$1,500**

- Banner Recognition at Finish
- Premiere Location of Logo on Website, Advertisements, and T-Shirt
- Listed in Race Day Announcements
- 5 Free Entrees into the Event
- Race Packet Insert
- Table at Event

### **T-Shirt Sponsor: \$1,000**

- Large Logo on Website, Ads, and T-Shirt
- Listed in Race Day Announcements
- 2 Free Entries into the Event
- Race Packet Insert
- Banner Recognition at Event
- Table at Event

### **Water Stop Sponsor: \$750**

- Ability to customize water stop with banners and decorations
- Large Logo on Website, Ads, and T-Shirt
- Listed in Race Day Announcements
- 3 Free Entries into the Event
- Race Packet Insert
- Table at Event

### **Awards Sponsor: \$500**

- Logo on Website, Ads, and T-Shirt
- Listed in Race Day Announcements
- 1 Free Entry into the Event
- Race Packet Insert
- Banner Recognition at Event
- Table at Event

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