



DOWNTOWN DASH

10K/5K/Kids 1K ★ APRIL 8, 2017
LITTLE ROCK, AR

SPONSORSHIP PACKET

PRESENTED BY:
JUNIOR LEAGUE OF LITTLE ROCK
401 SOUTH SCOTT STREET
LITTLE ROCK, AR 72201
(501) 375-JLLR

CONTACTS:
JESSIE SMITH, CHAIR
(501) 658-4415
KERRI SERNEL, DEVELOPMENT VP
(501) 765-5853



THE RACE

The 4th annual Downtown Dash is a 5K/10K running event set for Saturday, April 8, 2017. The race will start at 8:30 am at the Junior League Building on Scott Street, and will feature Downtown Little Rock landmarks, such as the River Market, Clinton Library, and Arkansas Arts Center. The race is also handicap and stroller accessible. In addition to the 10K/5K, we will have our 2nd annual Kids 1K event, "Downtown Dash, Jr." which will begin at 8:00 am.

SPONSORSHIP DEADLINES

December 15, 2016

- Print advertisements
- Registration forms, flyers, and brochures

February 15, 2017

- Pre-race signage
- Finish Line signage

March 3, 2017

- T-Shirt

March 24, 2017

- Website advertisement
- Inserts for goody bags
- eBlast
- Complementary race entrants registration



OUR MISSION

The Junior League of Little Rock (JLLR) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

OUR FOCUS

The JLLR is comprised of over 1,200 members working to improve our community through providing volunteers, funding, and leadership support. These efforts, concentrated within the area of impacting nutrition and wellness and literacy and school preparedness, give direction to our organization

Funds raised by Downtown Dash support JLLR community projects, including:

- Stuff the Bus - provides school supplies to over 3,000 students in the Little Rock School District
- Little Reader Rock - aimed at improving literacy skills in our area's children
- Boosters and Big Rigs - provides over 900 children with immunizations along with dental, hearing, vision and wellness screenings

SPONSOR BENEFITS

PRESENTING
(\$10,000+)

ULTRA
MARATHONER
(\$5,000)

MARATHONER
(\$2,500)

SPRINTER
(\$1,000)

JOGGER
(\$500)

WALKER
(\$250)

Potential to negotiate in conjunction with other JLLR events to maximize community exposure



Custom opportunities



Logo on race print advertisement



Opportunity to reach members with email blast related to, or in support of, the event and sponsor's products or service



Complimentary advertising in JLLR publications



Logo on official event t-shirt and all race collateral materials



Logo presence on JLLR website throughout promotion period



Signage at pre-race area and finish line



sponsor name without logo

sponsor name without logo

Booth at event to promote sponsor's product or service



Inclusion of marketing material or samples in event goody bags



Complimentary race entries and VIP room access

50

25

15

10

5

2



TARGETED MARKETING OPORTUNITIES

KIDS 1K PRESENTING SPONSOR | \$5,000 (LIMITED TO 1 SPONSOR)

- Exclusive presenting opportunity for Downtown Dash, Jr.
- Ultra Marathoner Sponsor Benefits



WARM UP SPONSOR | \$1,500 (LIMITED TO 1 SPONSOR)

- Opportunity for Sponsor to have maximum of three representatives lead warm-up routine
- Sprinter Sponsor Benefits

WATER STOP SPONSORS | \$1,500 (LIMITED TO 3 SPONSORS)

- Special signage at Water Stop (provided by sponsor)
- Opportunity for your employees to serve water or entertain runners
- Sprinter Sponsor Benefits

MILE MARKER SPONSORS | \$750 (LIMITED TO 6 SPONSORS)

- Special Signage at Mile Marker (provided by JLLR)
- Jogger Sponsor Benefits

IN-KIND DONATIONS

- Examples include: food and drinks, printing, gift certificates, etc.
- An appropriate level of sponsor benefits will be assigned according to the value of the donation
- Maximum Sponsor Benefits available for in-kind donations is Marathoner



Please return sponsorship agreement to:
Junior League of Little Rock
401 South Scott Street
Little Rock, AR 72201
(501) 375-JLLR

2017 SPONSORSHIP AGREEMENT

Sponsor _____

Address _____

Contact _____

Phone _____

Email _____

Sponsorship Opportunity:

- _____ Presenting \$10,000+
- _____ Kids 1K Presenting \$5,000
- _____ Ultra Marathoner \$5,000
- _____ Marathoner \$2,500
- _____ Sprinter \$1,000
- _____ Jogger \$500
- _____ Walker \$250

Targeted Marketing Opportunity:

- _____ Warm Up \$1,500
- _____ Water Stop \$1,500
- _____ Mile Marker \$750
- _____ In-Kind

Sponsorship Contribution:

Amount _____

Check # _____

Card # _____

Exp Date _____ CVV _____

Name on Card _____

Signature _____

In-Kind Donation: Value _____

Description _____

Sponsor Signature _____

JLLR Signature _____

Printed Name _____

Printed Name _____

Title _____

Title _____

Date _____

Date _____