



Oxford-Lafayette County Chamber of Commerce Double Decker Spring Run 2018 Sponsorship Information

Plans are underway for the 23rd Annual Double Decker Spring Run, sponsored by the Oxford-Lafayette County Chamber of Commerce. This year's 10K Run, 5K Run, and Kids Fun Run are scheduled for April 28th, and we want you to be involved!

The Double Decker Spring Run is proud to partner with **Baptist Memorial Hospital-North Mississippi** as our title sponsor for the 23rd year in a row! Our race has grown to nearly 1,600 racers last year who came to Oxford from all around the region, and we expect that number to continue to climb this year. The Oxford-Lafayette County Chamber of Commerce is excited to once again partner with **Start2Finish** to bring you this year's race. **Start2Finish** is the premier health-oriented event management company in the Mid-South. S2F takes pride in producing events that allow Mid-South residents and area visitors the opportunity to challenge themselves, achieve goals and most importantly have fun! With their assistance, and our ready team of volunteers, this year's Double Decker Spring Run is sure to be fun for the whole family.

For more information on the race or to register go to www.doubledeckerspringrun.com now!

If you are interested in getting involved on any of the following levels, please contact Pam Swain **by March 15th** at pam@oxfordms.com However, please note the earlier your sponsorship is confirmed, the sooner your benefits and promotion will begin. So to get the most out of your sponsorship dollars - commit early! :)

RUN Level - Presenting/Title Sponsor - BAPTIST MEMORIAL HOSPITAL-NORTH MISSISSIPPI

There is only one title sponsor for this event. Baptist has been our exclusive title sponsor for 23 years running!

- 1) Logo featured as presenting sponsor prominently on Spring Run t-shirts. 1,800 shirts will be ordered and will be given to all Spring Run participants and volunteers.
- 2) Logo featured on Tech shirts.
- 3) Logo featured on race bibs.
- 4) Logo featured on start/finish line banner.
- 5) Logo featured on advertising and promotions.
- 6) Logo featured prominently on *Spring Run* banner to be displayed at the *Spring Run*.
- 7) Logo featured on masthead of Double Decker Spring Run Facebook page.
- 8) Logo featured on the Spring Run website www.doubledeckerspringrun.com.
- 9) Sponsor featured on multiple Facebook and twitter posts on race event page, exposure to 3,000+ contacts.
- 10) Logo featured on sponsor recognition sheet in participants goody bags.
- 11) Includes 8 comped race registrations.
- 12) Option to set up booth at race. (at no additional cost)
- 13) Option to put promo item in swag bags.
- 14) Logo featured on mass e-mails about *Spring Run*.
 - a. Multiple e-mails distributed by Start2Finish, Distribution 30,000+ in region each time.
 - b. Multiple e-mails distributed by Chamber to Chamber's mass email list, Distribution 1,200+ each time.
 - c. Multiple e-mails distributed by Chamber to last year's race participants, Distribution 1,700+ each time.

Elite Level Sponsorship - \$1,500 \$1,750 for non-Chamber members

A business who donates \$1,500 can sponsor the Double Decker Spring Run and will receive the following benefits and publicity recognition:

- 1) Logo featured prominently on *Spring Run* t-shirts. 2,000 shirts will be ordered and will be given to all *Spring Run* participants, sponsors, and volunteers.
- 2) Logo featured on advertising and promotions.
- 3) Logo featured prominently on *Spring Run* banner to be displayed at the *Spring Run*.
- 4) Logo featured on masthead of Double Decker Spring Run Facebook page.
- 5) Logo featured on the Spring Run website www.doubledeckerspringrun.com.
- 6) Sponsor featured on multiple Facebook, instagram and twitter posts on race event page, exposure to 3,000+ contacts.
- 7) Logo featured on sponsor recognition sheet in participants goody bags.
- 8) Includes 8 comped race registrations.
- 9) Option to set up booth at race. (at no additional cost)
- 10) Option to put promo item in swag bags.
- 11) Logo featured on mass e-mails about *Spring Run*.
 - a. Multiple e-mails distributed by Start2Finish, Distribution 30,000+ in region each time.
 - b. Multiple e-mails distributed by Chamber to Chamber's mass email list, Distribution 1,200+ each time.
 - c. Multiple e-mails distributed by Chamber to last year's race participants, Distribution 1,700+ each time.

Sprint Level Sponsorship - \$1,000 \$1,250 for non-Chamber members

A business who donates \$1,000 can sponsor the Double Decker Spring Run and will receive the following benefits and publicity recognition:

- 1) Logo featured on *Spring Run* t-shirts. 2,000 shirts will be ordered and will be given to all *Spring Run* participants, sponsors, and volunteers.
- 2) Business name featured on advertising and promotions.
- 3) Logo featured prominently on *Spring Run* banner to be displayed at the *Spring Run*.
- 4) Logo featured on the Spring Run website www.doubledeckersspringrun.com.
- 5) Sponsor featured on multiple Facebook, instagram and twitter posts on race event page, exposure to 3,000+ contacts.
- 6) Logo featured on sponsor recognition sheet in participants goody bags.
- 7) Includes 6 comped race registrations.
- 8) Option to set up booth at race. (at no additional cost)
- 9) Option to put promo item in swag bags.
- 10) Logo featured on mass e-mails about *Spring Run*.
 - a. Multiple e-mails distributed by Start2Finish, Distribution 30,000+ in region each time.
 - b. Multiple e-mails distributed by Chamber to Chamber's mass email list, Distribution 1,200+ each time.
 - c. Multiple e-mails distributed by Chamber to last year's race participants, Distribution 1,700+ each time.

Pace Level Sponsorship - \$500 \$750 for non-Chamber members

A business who donates \$500 can sponsor the Double Decker Spring Run and will receive the following benefits and publicity recognition:

- 1) Business name listed on *Spring Run* t-shirts. 2,000 shirts will be ordered and will be given to all *Spring Run* participants and volunteers.
- 2) Logo featured on *Spring Run* banner to be displayed at the *Spring Run*.
- 3) Logo featured on the Spring Run website www.doubledeckersspringrun.com.
- 4) Sponsor featured on multiple Facebook, instagram and twitter posts on race event page, exposure to 3,000+ contacts.
- 5) Logo featured on sponsor recognition sheet in participants goody bags.
- 6) Includes 4 comped race registrations.
- 7) Option to put promo item in swag bags.
- 8) Logo featured on mass e-mails about *Spring Run*.
 - a. Multiple e-mails distributed by Start2Finish, Distribution 30,000+ in region each time.
 - b. Multiple e-mails distributed by Chamber to Chamber's mass email list, Distribution 1,200+ each time.
 - c. Multiple e-mails distributed by Chamber to last year's race participants, Distribution 1,700+ each time.

Stride Level Sponsorship - \$250 \$500 for non-Chamber members

A business who donates \$250 can be a general sponsor of the Double Decker Spring Run and will receive the following benefits and publicity recognition:

- 1) Business name listed on *Spring Run* t-shirts. 2,000 shirts will be ordered and will be given to all *Spring Run* participants and volunteers.
- 2) General Sponsor listing on *Spring Run* banner to be displayed at the *Spring Run*.
- 3) Logo featured on the Spring Run website www.doubledeckersspringrun.com.
- 4) Listing on sponsor recognition sheet in participants goody bags.
- 5) Includes 2 comped race registration.
- 6) Sponsorship listing in mass e-mails about *Spring Run*.

- a. Multiple e-mails distributed by Start2Finish, Distribution 30,000+ in region each time.
- b. Multiple e-mails distributed by Chamber to Chamber's mass email list, Distribution 1,200+ each time.
- c. Multiple e-mails distributed by Chamber to last year's race participants, Distribution 1,700+ each time.

Display Booth Sponsorship - \$250

A business can set up a tent/display at the race, to be visible to the 1700-1800 racers, and hand out collateral materials. We will provide a 6 foot table and two chairs. Questions contact Pam Swain at 662-234-4651.

Food Sponsorship - in kind donation

A business who donates food can be a sponsor of the Double Decker Spring Run and will receive the following benefits and publicity recognition:

- Logo featured on Food Donor sign to be displayed at the *Spring Run*.
- Listing included on sponsor recognition sheet in participants goody bags.

Food sponsors may donate any amount of food, with all total food donations to feed approximately 1,800 participants. It is not necessary for each donation to feed the total amount of participants. Any amount of food donations will be accepted and appreciated. Ideas include: soft drinks, Gatorade, fresh fruit, nutrition bars, cookies, sandwiches, etc.

Water Station Sponsorship - No charge

- 1) Sponsorship of a water station for the *Spring Run*, at a location assigned by the *Spring Run* committee. Requests for specific locations are accepted, but not guaranteed.
- 2) The Chamber will supply and deliver all necessary materials, including: water, cups, coolers, table, garbage cans, and trash bags. Sponsor is responsible for: staffing of station (at minimum of 4 people), optional company tent and signage, music, etc.
- 3) Water station sponsorships are a great way to add excitement along the course, and to get some extra publicity for your cause or business. Water station sponsors are encouraged to be creative with their station. Ideas include: live music, cheerleaders, themes, etc.

Goody Bags

Email text:

The Oxford-Lafayette County Chamber of Commerce is diligently preparing for the **22nd Annual Double Decker Spring Run**, scheduled for Saturday, April 29th. Last year nearly 1,800 people participated, with 55% of those being local. Our racers come from all over the state and country. We expect our numbers to reach at least 1,800 registrations this year. What a great audience to expose to YOUR BUSINESS!

Would you like to include something in the 1,800 SWAG BAGS each racer receives?

The Chamber is currently collecting items to fill the bags. Each entrant will receive a "swag bag" filled with items at registration. The sturdy nylon drawstring backpacks are graciously provided by our presenting sponsor, **Baptist Memorial Hospital-North Mississippi**. The deadline for us to receive goody bag materials **is Friday, April 21st**. We need 1,800 of your items, to ensure we have enough for all the registrants. We will be glad to pick the items up from you or you can drop them off at the Chamber office, 299 Jackson Avenue West.

All goody bags donors' names will be included on a donor list in each participant's bag. Great publicity for you!!

Suggested items include, but are not limited to: cereal bars, pens, notepads, rulers, flashlights, calculators, key chains, pedometer, etc.

Or you may choose to put paper items in the bags. Please make sure all flyers are for coupon use only. No general flyers.

Let me know if you have any questions. Thanks!!!

Race Volunteer

This event depends on volunteer coordination, so if you are interested in getting involved, there is lots to do! Volunteers generally work the morning of the race from 6 a.m. until 10 a.m. Dry fit tech shirts are provided to all volunteers. There will be a brief volunteer training on Friday, April 27th at 4 p.m. Volunteers are needed in the following areas: registration, goody bag assembly, finish line, awards, set up, clean up, and much more. To volunteer contact Pam Swain at pam@oxfordms.com

Food Sponsorship email *Happy Friday!*

I wanted to reach out to you and see if you might be interested in donating food for the Double Decker Spring Run race participants? As you now, the Chamber hosts this event every year now for 22 years. This year we anticipate 1,800 runners in the race! And they come across the finish line hungry! We request local support of the food on our buffet for the runners each year, and would love to add something from your restaurant to the lineup. See more details below. We are appreciative of anything and everything we can get. If a couple of cookie trays is what you can give, or something like that, then that is awesome. No donation is too big or too small. Pizzas? Sandwiches? Chips? Fruit? Nutrition bars? Gatorade? Water? You name it, our racers are happy to get it!

A business who donates food will receive the following benefits and publicity recognition:

- Logo featured on Food Donor sign to be displayed at the Spring Run.*
- Listing included on sponsor recognition sheet in participants goody bags.*

Food sponsors may donate any amount of food, with all total food donations to feed approximately 1,800 participants. It is not necessary for each donation to feed the total amount of participants. Any amount of food donations will be accepted and appreciated.

Please let me know if this is something you are interested in being a part of and we will arrange to come pick up your goodies. Thanks so much and have a great weekend!