

FREEMOREWEST 5K ON THE GREENWAY



SPONSORSHIP PACKET





This is an opportunity for you to reach an urban, up and coming demographic.

FreeMoreWest Partners, the association for the Freedom Drive/Morehead Street area, has made it their goal to bring the FreeMoreWest community together to generate enthusiasm and awareness of our dynamic area through the production of the **FreeMoreWest 5K**. Subsidizing this event also benefits **Classroom Central** by providing much needed school tools for students living in poverty (many of whom live on the West side), so they can succeed in the classroom. Now that's exciting!

2017 PLANS

The date is set for April 14, 2017 and we are beginning to make big plans for the 5th annual FreeMoreWest 5K on the Greenway.

DESCRIPTION

The FreeMoreWest 5K on the Greenway is a 5K running event highlighting the FreeMoreWest, Wesley Heights and Greenway to Frazier Park. It is a Friday evening race. In 2016, we had over 350 runners and we expect many more this year.

LOCATION + ENTERTAINMENT

The race will be based at the parking lot of 1410 West Morehead Street where there will be a stage featuring music from a DJ, as well as 2-4 food and beer trucks for runners and supporters to indulge in after the race. We show the flavor and character of the neighborhood through our hospitality, fun entertainment and gorgeous scenery. Harris Teeter typically provides additional water/snacks for the runners.

WHAT WE ARE SEEKING

We are seeking partners to help offer financial contributions to support the race and Classroom Central.





SPONSORSHIP LEVELS



PRESENTING headline sponsorship: \$5,000

Receives all sponsor benefits plus these key items:

- Prime placement on the 5K t-shirt given to each participant of the race.
- Inclusion in press release to all local media.
- Mention in calendar listings (that include event descriptions) on all local online event calendars.
- Announcement of sponsorship and copy/logo/photo in the FreeMoreWest Newsletter to 500 subscribers &

Classroom Central newsletter to 8,000 subscribers.

- Exposure through our Social Media campaign (at least 3 posts about sponsor on Facebook and Twitter) to 2,400 Classroom Central fans and 455 FMW fans + paid ads.
- Opportunity to have an exhibit at the event where you could hand out promotional items and interact face to face with guests and participants.
- Discounted team registration (\$5 off) for employees.

venue sponsorship opportunities:

HYDRATION	\$3,000
RACE SHIRT	\$2,000
TENT	\$750
PODIUM	\$750

POST RACE SNACK	\$500
FOOD TRUCK AREA	\$300
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SPECIFIC BENEFITS COULD INCLUDE (DEPENDING ON LEVEL):

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards distributed by all participating restaurants, banners and print ads (if applicable, \$500 and up).
- Recognition (company name & logo) on all on-site signage. This includes the welcome and stage banners.
- Recognition (company name & logo) on the event website and on the FreeMoreWest website.
- Opportunity to provide a promotional discount or offer to runners.
- Rights to add company banner to event/venue branding and décor (company to provide).
- Inclusion in press release to all local media (\$750 and up).
- Placement (logo) on the 5K t-shirt given to each participant of the race. Race shirt sponsor also receives solo logo placement on sleeve.
- Mention in calendar listings (that apply event descriptions) on all local online event calendars for each event.
- Exposure through our Social Media campaign (at least 2 posts about sponsor on Facebook and Twitter).
- Opportunity to have an exhibit where you could hand out promotional items and interact face to face with guests and participants. (\$750 and up)
- Recognition (company name & logo) printed on one side of water bottle (hydration sponsor only).