



2019 SPONSOR GUIDE

The Gay 10K

Bringing people together to inspire and empower One Love, One Finish.

SPONSORSHIP LEVELS

PRESENTING SPONSOR (LIMIT ONE)

- Exclusive naming rights for the event to be named after the Presenting Sponsor.
- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Top logo placement on all start/finish line and additional race day banners.
- Company representative to be named honorary announcer of the event.
- Logo on the FRONT of all race participant and volunteer t-shirts.
- Dedicated Press Release announcing the partnership to state-wide media.
- Prominent logo placement with website click through on race website.
- Permanent logo inclusion on monthly race newsletters (Distribution: 30,000)
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 15 complementary race entries

SPONSORSHIP FEE: \$10,000

GOLD SPONSORSHIP (LIMIT TWO)

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Premium logo placement on all start/finish line and additional race day banners.
- Premium logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 30,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 10 complementary race entries

SPONSORSHIP FEE: \$7,500



2019 SPONSOR GUIDE

The Gay 10K

Bringing people together to inspire and empower One Love, One Finish.

SILVER SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo placement in finish line corral.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 30,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 5 complementary race entries

SPONSORSHIP FEE: \$5,000

MEDIA SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo placement in finish line corral.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 30,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 5 complementary race entries

SPONSORSHIP FEE: \$5,000



2019 SPONSOR GUIDE

The Gay 10K

Bringing people together to inspire and empower One Love, One Finish.

BRONZE SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 15,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 3 complementary race entries

SPONSORSHIP FEE: \$2,500

PACKET PICK-UP SPONSOR (limit two)

- Host one packet pick-up at your place of business/company
- Logo on the BACK of all volunteer t-shirts
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 30,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$750

AID STATION SPONSOR (limit three)

- Logo on the BACK of all volunteer t-shirts
- Company Signage at Water Stations.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters (Distribution: 30,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$500



2019 SPONSOR GUIDE

The Gay 10K

Bringing people together to inspire and empower One Love, One Finish.

ADDITIONAL SPONSOR OPPORTUNITIES

VALUE IN-KIND SPONSOR

Food, Beverage, Apparel & Give-a-Ways

- Company recognition on event website.
- Logo on the BACK of all participant t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on (2) race newsletters (Distribution: 30,000).
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$250 PLUS SERVICE/GOODS TRADE



2019 SPONSOR GUIDE

The Gay 10K

Bringing people together to inspire and empower One Love, One Finish.

COMMITMENT FORM

Yes, I am ready to make a difference and become a partner of The Gay 10K!

Please check your commitment level:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor: \$10,000 | <input type="checkbox"/> Gold Sponsor: \$7,500 |
| <input type="checkbox"/> Silver Sponsor: \$5,000 | <input type="checkbox"/> Media Sponsor: \$5,000 |
| <input type="checkbox"/> Bronze Sponsor: \$2,500 | <input type="checkbox"/> Packet Pick-Up Sponsor: \$750 |
| <input type="checkbox"/> Aid Station Sponsor: \$500 | <input type="checkbox"/> Value In-Kind Sponsor: \$250 |

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please make checks payable to The Gay 10K, LLC

- Payment is included Please invoice me at the address above

Please charge my: Mastercard Visa Discover American Express

Name on Card: _____

Card Number: _____ Exp Date: _____ Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date _____

Sponsor submissions must be received by March 1, 2019
You may email your completed form to: thegay10k@yahoo.com