

We hope you will consider becoming one of our valued sponsors!

32ND ANNUAL SHARON CLASSIC ROAD RACE



Saturday, May 6, 2017

WWW.SHARONCLASSICROADRACE.ORG

An overview of SCRR marketing efforts to showcase our race sponsors:

- Over 250 *t-shirts* will be circulated with all Sponsor names proudly displayed.
- Sponsor information stays on the Sharon Class Road Race *website* for the entire year.
- From the SCRR website in 2016, top sponsors received over *40,000 impressions*.
- Top sponsors are named in all *press releases* for radio interviews, newspaper articles, etc.
- Robinhood Radio has *live broadcasts* from the event mentioning the sponsors regularly.
- Top sponsors are included on a large *banner* that is hung across at Town Hall in Sharon the day of the race.
- *Posters* listing sponsors will be printed and distributed.
- *Registration brochures* listing top sponsors are printed and distributed.
- *Race postcards* are printed and sent to other race organizers, running clubs, private and public schools and businesses.
- *Facebook* outreach includes visibility of sponsors and silent auction donations.
- *Email blasts* listing top sponsors sent to over 3000 potential registrants.
- *Day of signage* listing all sponsors to over 200 runners/walkers/volunteers/guests.
- *Complimentary/Discounted* entries for runners/walkers into SCRR.
- Invitation for 2 to the SCRR *Donor's Reception 5.11.17*



32nd ANNUAL SHARON CLASSIC ROAD RACE SPONSORSHIP CATEGORIES & BENEFITS

DIAMOND SPONSOR: \$1000

- **Finish Line Signage:** Your company logo featured on signage at the race finish line at the Town Green.
- **Children's Race Sponsor:** Your company logo featured on signage at this popular race day kick-off event for children ages 3 to 10.
- **Winners' Awards Presentation Photo Op:** A representative from your company is invited to present awards to the first overall male and female runners for a photo opportunity. This photograph will be distributed to media outlets throughout area and posted on the *new* Sharon Classic Road Race website (www.SharonClassicRoadRace.org).
- **Seven complimentary entries** to the Sharon Classic Road Race.
- **Plus Platinum Sponsor** benefits (excluding additional complimentary runner entries):

PLATINUM SPONSORS: \$750

- **32nd Annual Sharon Classic Road Race T-Shirt:** Your company logo prominently placed on the *back* of the t-shirt. This is distributed to runners and sponsors and sold to spectators on race day.
- **Press Coverage:** Your company is recognized as one of the lead sponsors in all pre- and post-event press releases distributed to media outlets throughout the tri-state region.
- **Application Brochure & Postcard:** Your company logo is prominently placed on the official race registration form and informational brochure and postcard. This is distributed locally and regionally to more than 3000 people and a downloadable brochure will be posted on our website and Facebook pages.
- **Website & Internet Presence:** Your company logo is prominently placed on the Sharon Classic Road Race website (www.SharonClassicRoadRace.org) with a hyperlink to your website. Your company logo with hyperlink will also be included on all email blasts promoting the race to over 3000 people, and will also be on our Facebook page.
- **Advertising:** Your company logo/name included on any print advertising, as well as in broadcast public service announcements and advertisements.
- **Race Poster:** Prominent placement of your company logo placed on our promotional poster. This is distributed throughout the tri-state region.
- **Five complimentary entries** to the Sharon Classic Road Race.

GOLD SPONSOR: \$500

- **32nd Annual Sharon Classic Road Race T-Shirt:** Your company logo prominently placed on the *front* of the t-shirt. This is distributed to runners and sponsors and sold to spectators on race day.
- **Press Coverage:** Your company name will be mentioned in any pre- and post-event press releases distributed to media outlets throughout the tri-state region.
- **Race Poster:** Listing of your name on our promotional poster. This is distributed throughout the tri-state region.
- **Website:** Placement of your company logo on the Sharon Classic website (www.SharonClassicRoadRace.org) with hyperlink. Your logo will also be included on all email blasts promoting the race to over 3000 people, and will also be on our Facebook page.
- **Three complimentary entries** to the Sharon Classic Road Race

SILVER SPONSOR - \$300

- **32nd Annual Sharon Classic Road Race T-Shirt:** Placement of your company name on the back of the Sharon Classic t-shirt. This is distributed to runners and sponsors and sold to spectators on race day.
- **Website:** Placement of your company name on the Sharon Classic website (www.SharonClassicRoadRace.org) and will also be on our Facebook page.
- **Two complimentary entries** to the Sharon Classic Road Race

BRONZE SPONSOR - \$150

- **32nd Annual Sharon Classic Road Race T-Shirt:** Placement of your company name on the back of the Sharon Classic t-shirt. This is distributed to runners and sponsors and sold to spectators on race day.
- **Website:** Placement of your company name on the Sharon Classic website (www.SharonClassicRoadRace.org).
- **Half Price entries** to the Sharon Classic Road Race (limit 4)

ALL 2017 SCRR SPONSORS WILL ALSO RECEIVE:

- Race Day Recognition in the form of Onsite Signage, T-shirts, and Day of Radio Announcements.
- Invitation for 2 to the SCRR Donor Reception on Thursday, May 11, 2017