



We hope you will consider becoming one of our valued sponsors!
34TH ANNUAL SHARON CLASSIC ROAD RACE

MAY 4, 2019



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

- Over 250 T-shirts will be circulated with all sponsor names prominently displayed.
- Sponsor information stays on the Sharon Classic Road Race website for the entire year.
- Last year, a sponsor received over 40,000 Impressions from the SCRR website.
- Top Sponsors are named in all Press Releases for Radio interviews newspaper articles, etc.
- Robinhood Radio has Live Broadcasting from the event mentioning the sponsors regularly.
- Top sponsors are included on a Large Banner that is placed at the 4-way intersection in the center of Sharon prior to the event then moved to the front of the Sharon Town Hall Race Day.
- Event Posters showing event sponsors are printed and distributed throughout NWCT.
- Registration Brochures showing event sponsors are printed and distributed.
- Race Postcards are printed and sent to other race organizers running clubs, private and public schools and businesses.
- Social Media outreach includes visibility of sponsors and silent auction donations.
- Email Blasts listing top sponsors are sent to over 3,000 potential participants.
- Day of Signage listing all sponsors are strategically positioned for maximum exposure to over 200 participants/volunteers/guests /passers-by.
- Complimentary/Discounted entries into SCRR.
- Invitation for 2 to the 2019 SCRR Donor's Reception.

SHARON DAY CARE, P.O. BOX 1031, SHARON, CT 06069

SharonClassic.org



34TH ANNUAL SHARON CLASSIC ROAD RACE SPONSORSHIP LEVELS & BENEFITS

DIAMOND SPONSOR - \$1000

Finish Line Signage your company logo featured on signage at the 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 (3-10y.o.).

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 across media outlets throughout area and posted on the Sharon Classic Road Race website (www.SharonClassic.org).

7 Complimentary entries to the Sharon Classic Road Race.

PLUS ALL PLATINUM SPONSOR Benefits as listed below (excludes additional complimentary entries).

PLATINUM SPONSORS - \$750

34th Annual SCRR T-Shirt Your company logo prominently placed on the back of the t-shirt. This is distributed to runners and sponsors.

Press Coverage Your company is recognized as one of the lead sponsors in all pre & post-event press releases distributed to media outlets throughout the tri-state region.

Printed Media Your company logo prominently placed on the official race registration form, informational brochure and postcard. This is distributed locally and regionally to more than 3000 people (a downloadable brochure will be posted on the SCRR website & facebook page)

Website & Internet Presence Your company logo is prominently placed on the Sharon Classic Road Race website (www.SharonClassic.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.

Radio Coverage Robinhood Radio has Live Broadcasting from the event mentioning the sponsors regularly.

Race Poster Prominent placement of your company logo placed on our promotional poster which is distributed throughout the tri-state region.

5 Complimentary entries to the Sharon Classic Road Race

GOLD SPONSOR - \$500

34th Annual SCRR T-Shirt Your company logo prominently placed on the back of the t-shirt. This is distributed to runners and sponsors.

Press Coverage Your company is recognized as one of the lead sponsors in all pre & post-event press releases distributed to media outlets throughout the tri-state region.

Website & Internet Presence Your company logo is prominently placed on the Sharon Classic Road Race website (www.SharonClassic.org).

on all email blasts promoting the race to over 3000 people, and will also be on our Facebook page.

Race Poster Prominent placement of your company logo placed on our promotional poster which is distributed throughout the tri-state region.

3 Complimentary entries to the Sharon Classic Road Race

SILVER SPONSOR - \$300

34th Annual SCRR T-Shirt Your company name on the back of the t-shirt. This is distributed to runners and sponsors.

Website & Internet Presence Your company name on the Sharon Classic Road Race website (www.SharonClassic.org) and our Facebook page.

2 Complimentary entries to the Sharon Classic Road Race.

BRONZE SPONSOR - \$150

34th Annual SCRR T-Shirt Your company name on the back of the t-shirt. This is distributed to runners and sponsors.

Website & Internet Presence Your company name on the Sharon Classic Road Race website (www.SharonClassic.org)

Half-Priced entries to the Sharon Classic Road Race (4 max.).

ALL SPONSORS RECEIVE AN INVITATION FOR 2 TO THE SCRR DONOR RECEPTION ON THURSDAY, MAY 9, 2019