

Sponsorship Proposal



2024 FARMERS 5000

SEPT. 15, 2024 | WHEAT RIDGE, CO

Benefitting
Wheat Ridge High School

Contact:
Michelle@rightstartevents.com
Farmers5000.org

OUR STORY

Now entering its fifth decade, the Farmers 5000 continues to be a wonderful community event supporting Wheat Ridge High School! Over its 41-year history, the event has contributed close to \$1 million to support programs and students at the high school while bringing our community closer year after year, decade after decade. The race has evolved from a simple 5K to include food from local vendors, a fun run and hayrides for kids. No wonder the Wheat Ridge community continues to show up in force to enjoy a wonderful morning each September!

In recent years, Farmers 5000 money has provided for low-income students through Christmas Angels, supported the award winning and nationally recognized STEM team, and helped students engage in work-based learning through the ground-breaking Career Explore program. Other more traditional learning opportunities such as technology, library, core and elective departments benefit also. Held annually since 1981, the Farmers 5000 continues to be the oldest fundraiser and community health event held in Jefferson County!

~ Griff Wirth, Class of 1981, Farmers 5000 Inc. VP





WHO ARE WE?

Our runners represent a well- rounded cross-section of the neighborhoods surrounding the school and beyond including Wheat Ridge, Lakewood, Golden, Arvada and western Denver.

Gender mix:

54% Female/46% Male

Age mix:

39% under 20

49% 20-60

12% 60 and over

WHERE DOES THE MONEY GO?

Nearly \$900,000 has been raised in the 40+ years the race has been held. Used to enhance the learning experience of the students, the funds raised have provided calculators for those students who can't afford them; robotics and fuel cell programs for the science department; updated equipment for the performing arts departments; teaching supplies for the special education department; and many other items that improve and enrich student learning.



SPONSORSHIP OPPORTUNITIES

Platinum Level \$2,500

- Business logo and name displayed prominently in advertisements including:
 - Overhead street banner displayed at 38th Ave. & Teller St. for 3 weeks prior to the event.
 - Start/Finish banner
 - Two Race banners displayed at Wheat Ridge High School for one month prior to the event
 - Top position on race shirts
 - on website with a link to your website
 - in marketing collateral including race flyers, posters and two race emails with a link to your website
- Ten complimentary race registrations
- Booth and banner at the event

Gold Level \$1,500

- Business logo and name displayed prominently in advertisements including:
 - on race shirts
 - on website with a link to your website
 - in marketing collateral including race flyers, posters and two race emails with a link to your website
- Five complimentary race registrations
- Booth and banner at the event

Silver Level \$1,000

- Business logo and name displayed prominently in advertisements including:
 - on race shirts
 - on website with a link to your website
 - in marketing collateral including race flyers, posters and two race emails with a link to your website
- Booth and banner at the event



SPONSORSHIP OPPORTUNITIES CONTINUED

Volunteer Sponsor \$500 (one available)

- Business logo on volunteer shirts.
- Name listed in one race email.
- Booth and banner at the event.

Fun Run Sponsor \$500 (one available)

- Business logo on fun run bibs.
- Name listed in one race email.
- Booth and banner at the event

Mile Marker Sponsor \$250 (three available)

- Signage on course at a mile marker.
- Booth and banner at the event.

Vendor Booth \$100



THANK YOU



We welcome the opportunity to discuss your ideas on how to structure a partnership that meets your specific needs and makes a meaningful impact on student education.

PLEASE MAKE CHECKS PAYABLE TO:

Farmers 5000, Inc

% Wheat Ridge High School
9505 W. 32nd Avenue
Wheat Ridge, CO 80033

To pay by credit card please contact Michelle DelPiccolo at 303-916-5377.

For inclusion on overhead banner, paperwork is due MAY 31. To have logo on race shirts, paperwork is due by July 20.

Contact Michelle DelPiccolo at Right Start Events to discuss ways your company can support Wheat Ridge High School and our community.
Michelle@rightstartevents.com | 303.916.5377

Farmers 5000, Inc. is a 501 (c)3 organization # 85-3101077

