



# Palencia Elementary School PTO Pirate 5K & Lil' Matey Race 2021-2022 Sponsorship Benefits

## INCLUDED IN ALL SPONSORSHIP LEVELS

- Company recognition on social media and print based communication related to the event
- Opportunity to distribute promotional materials in welcome bags (items provided by sponsor)

### Title Sponsorship \$2,000 (1 available)

- Title Signage at the race includes branded large banner displayed at the start/finish line
- Prominent Title Logo Placement on all marketing materials and promotions. Company name displayed after “The Pirate 5K Presented By” on all marketing materials including flyers sent to every Palencia Elementary School family, advertising in local newspapers, social media, advertising through race management company (Ultimate Racing, Inc.) & email communications
- Title Logo Placement on all Race Shirts: Company name displayed after “The Pirate 5K Presented By” on front of race shirts along with Pirate 5k race logo and title (headlining) placement on logo on back of race shirt
- Sponsor for the kick-off event Friday night at Palencia food trucks where racers pick up their packets with opportunity to have a table or promotion 1/28/22
- Sole logo branded on the ribbon of the race medals
- Opportunity to address and thank the racers and crowd at the Pirate 5K event
- Table at the race to display business, offer raffles/giveaways, collect racer contact information
- Opportunity to include promotional items in runner gift bags
- Verbal recognition by race organizers at the event
- Six (6) complimentary race entries

### Platinum Sponsor (\$1,250)

- Sponsor for the kick-off event Friday night at Palencia food trucks where racers pick up their packets with opportunity to have a table or promotion 1/28/22
- Opportunity to address the crowd at the Friday night party
- Premier signage at the event
- Table at the race to display business, offer raffles/giveaways, collect racer contact information
- Logo on all marketing materials promoting the event
- Logo on all race shirts
- Opportunity to include promotional items in the runner gift bags
- Verbal recognition at the event by race organizers
- Four (4) complimentary race entries

### Gold Sponsor \$750

- Premier signage at the event
- Table at the race to display business, offer raffles/giveaways, collect racer contact information
- Logo on all marketing materials promoting the event
- Logo on all race shirts
- Opportunity to include promotional items in the runner gift bags
- Verbal recognition at the event
- Two (2) complimentary race entries

### Silver Sponsor \$250

- Logo on all marketing materials (website, signage, flyers, etc)
- Opportunity to include promotional items in gift bag

