



# Wheat Ridge High School 40th ANNUAL FARMERS 5000 September 19, 2021

## SPONSORSHIP OPPORTUNITIES

### Race Overview

Now entering its fifth decade, the Farmers 5000 continues to be a wonderful community event supporting Wheat Ridge High School! Over its 40-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, hayrides for kids and the Poms fundraiser, Cow Pie Bingo. 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 our runners?

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?

More than \$800,000 has been raised in the 39 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.

### What can partnership do for you?

The Farmers 5000 has a long, illustrious history. It is a must-attend event year after year and those who participate in any capacity know that doing so means much more than simply showing support for one of the state's oldest races benefitting one of the area's oldest schools. It's an opportunity to connect with people who are driven to give business to organizations that get behind them, their school and their community.



# Sponsorship Opportunities

## Platinum Level

**\$2500**

Business logo and name displayed prominently in advertisements including:

- Overhead banner displayed at 38th Avenue & Teller St. for 3 weeks prior to the event
- Top position on 1000 race shirts
- Two race banners displayed at 32nd & Kipling and at Wheat Ridge High School for one month prior to event
- On race website with a link to your website
- In marketing collateral, including race flyers, posters and three race emails with link to your website
- Ten complimentary race registrations
- Booth and banner at the event

## Gold Level

**\$1500**

Business logo and name displayed prominently in advertisements including:

- On 1000 race shirts
- On race website with a link to your website
- In marketing collateral, including race flyers, posters and three race emails with link to your website
- Five complimentary race registrations
- Booth and banner at the event

## Silver Level

**\$1000**

Business logo and name displayed prominently in advertisements including:

- On 1000 race shirts
- On race website with a link to your website
- In marketing collateral, including race flyers, posters and three race emails with link to your website
- Booth and banner at the event

## Bronze Level

**\$500**

- Business logo and link on race website
- Booth and banner at event

## Bib Sponsor

**\$1000 - SOLD**

- Business logo on 1000 race bibs

## Volunteer Sponsor

**\$500 - SOLD**

- Business logo on volunteer shirts
- Business banner hung at race
- Name listed in newsletters and three race emails

## Mile Marker Sponsor

**\$250 - 2 available**

- Signage on course at your mile marker and for the half mile of course before the marker

## Fun Run Sponsor

**SOLD**

- Business logo on fun run bibs
- Business banner hung at race
- Name listed in newsletters and three race emails

## Vendor Booth

**\$100**



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PLEASE INDICATE SPONSORSHIP LEVEL

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CONTACT NAME

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EMAIL

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TELEPHONE NUMBER

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MAILING ADDRESS

Please make checks payable to:  
**FARMERS 5000**

Mail to: Farmers 5000  
Wheat Ridge High School  
9505 W. 32nd Ave.  
Wheat Ridge, CO 80033

*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.*

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

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

Sponsorship levels can be customized to best fit your needs. Contact Michelle DelPiccolo or Sydney Ayers at Right Start Events to discuss ways your company can support Wheat Ridge High School and our community.

michelle@RightStartEvents.com | 303-916-5377  
sydney@RightStartEvents.com | 303-324-3880