

# Community-Based Marketing & Sponsorship



Increase your brand engagement with mission driven run/walk wellness events. Support worthy causes within your region.

SPONSORSHIP LEVEL	PRESENTING	PROMINENT	EMPOWER	INSPIRE
Contribution Amount	\$10,000	\$7,500	\$5,000	\$3,500
Official Start/Finish Banners	✓			
Corporate Banners on Race Course	✓			
Opening Ceremony Speaking Opportunity	✓	✓		
Logo & Signage at Mile Markers	✓	✓		
Year-Long Recognition on Race Sponsor Page	✓	✓		
Name/Logo on Race Bib	✓	✓	✓	
Name/Logo Printed on Registration Form	✓	✓	✓	
Name/Logo on Swag Bag (If Applicable)	✓	✓	✓	
Main Stage Logo	✓	✓	✓	✓
Live PA Announcement (5 per event)	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓
Entertainment Stage Signage	✓	✓	✓	✓
Complimentary Booth	✓	✓	✓	✓
Complimentary Race Entries	✓ (25)	✓ (15)	✓ (10)	✓ (5)
Inclusion in Press Release & Media Alerts	✓	✓	✓	✓
Name/Logo on Race Participant Pages	✓	✓	✓	✓
Name/Logo Printed on Race Posters	✓	✓	✓	✓
Name/Logo on T-Shirt	✓	✓	✓	✓

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- WATER STATION SPONSOR or RACE BIB- \$750 for one station
- EXHIBITOR BOOTH - \$350
- EVENT SHIRT SLEEVE - \$1,500 per event
- VENDOR BOOTH - \$350 (contact sponsorship manager for more details)
- Race of Legends Sponsor \$2,500 (3 Available - 2-Mile | 1-Mile | 800 Meters)

## NON-PROFIT EXHIBITOR OPPORTUNITIES | 7:00 A.M. - 12:00 P.M.

### Option 1: \$250

- 6 Foot Table, 2 Chairs, and 10x10 Foot Canopy placed in wellness area to promote to all registered participants & guests
- Logo placed on website, social media and event marketing materials
- Stage announcement during event

### Option 2: 25 Registered Runners/Walkers Under The Sponsors/Non-Profit Name

- Same exposure as Option 1.

### Option 3: 10 Registered Runners/Walkers Under The Sponsors/Non-Profit Name

- Same exposure as Option 1. However, the booth will be shared with another non-profit agency.



# Community Based Marketing & Sponsorship Business Information Card

**Business name or how you would like to be listed:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_

**Fax #:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Zip Code:** \_\_\_\_\_

**Email:** \_\_\_\_\_

## CONTACT

**Jose L Zavala**, *Event Director*

Phone: 626-755-8489

Email: Jose@AztlánAthletics.org

Web: AztlánAthletics.org

**Sabrina Zavala**, *Sponsorships*

Coordinator, (626) 592-5328

Sabrina@AztlánEvents.com

## SPONSORSHIP LEVEL

**Presenting \$** \_\_\_\_\_

**Prominent \$** \_\_\_\_\_

**Empower \$** \_\_\_\_\_

**Inspire \$** \_\_\_\_\_

**Exhibitor \$** \_\_\_\_\_

**Water Station \$** \_\_\_\_\_

**Vendor Booth \$** \_\_\_\_\_

**T-Shirt \$** \_\_\_\_\_

**Whole Health Pavilion \$** \_\_\_\_\_

**Non-Profit Option 1, 2, 3** \_\_\_\_\_

NOTE: Your company logo must be sent no later than 2 weeks prior to event in order to be included on the acknowledgment print media, commemorative t-shirt, etc. We will produce print media and distribute to the community starting 16 weeks before event date, primarily installing posters and including logos in event swag. Please refer to logo file guidelines on attached file logo\_guidelines.pdf and send your logo to info@aztlanathletics.org.



# Community Based Marketing & Sponsorship Business Information Card

## FILE GUIDELINES FOR SPONSOR LOGO

### **1 full color logo (if applicable)**

*large jpg or png 150-300 dpi, at least 18in*

OR

*raw vector file (Adobe Illustrator, EPS, or SVG)*

## AND

### **1 single color logo (required)**

*large jpg or png 150-300 dpi, at least 18in*

OR

*raw vector file (Adobe Illustrator, EPS, or SVG)*

*If you do not have a logo and wish to sponsor, we will include your name typed on print media, shirt, etc.*

## FOR QUESTIONS, CONTACT:

**Visual Designer: Paul Thi**

**Phone: 626-679-4389** (text)

**Email: Paul@AztlanEvents.com** (preferred)

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