GREATER MIDLAND

DOW RUNWALK 2019

SPONSORSHIP TIERS

Platinum Tier

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Naming Rights: **Greater Midland Dow RunWalk**
- Official recognition as title sponsor of the event; including media mention
- Prominent Branding on all participant T-shirts
- Company logo displayed at the Start & Finish Line
- Company banners displayed prominently at Post-Race Activities area (you provide)
- Strategic alignment with the Greater Midland Dow RunWalk through all printed materials including
    - Promotional Postcards – Name & Company logo
    - Promotional Posters – Company logo
    - Greater Midland Activities Brochure
    - Race Promotion through Triple 5K Series
    - Race Day Info Packet – Company logo
    - Award / Medal Neck Ribbons: Name recognition (Greater Midland Dow RunWalk)
    - Race Bibs: Name recognition (Greater Midland Dow RunWalk)
- Recognition as Title Sponsor on the Greater Midland Races website and social media (Dec-June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Ruby Tier - $5,000

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as 1 Mile Sponsor; including media mention **and marketed as one of the keystone events**
- **Official sponsor of the 1 Mile Run which offers those 14 and under the low rate of $5 to participate**
- ***Exclusive* company branding on 1 Mile Run T-shirts and 1 Mile Race Bibs**
- **Promotion within Midland Public and area schools physical education (targeted to elementary and middle school Physical Education programs)**
- ***Exclusive* company branding on 1 Mile Run participant ribbons**
- ***Extensive* branding to all 1 Milers by packing all "goodies" into your company's logoed bags (if desired)**
- Branding on all participant T-shirts
- Company logo displayed at the Start & Finish Line
- Four (4) social media highlights leading up to race day
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
    - Promotional Postcards – Company logo
    - Promotional Posters – Company logo
    - Greater Midland Activities Brochure
    - Race Day Info Packet – Company logo
- Recognition as 1 Mile Sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Club 26.2 (Run/Walk Mile tracking Club) - $2500

This is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- ***Exclusive* sponsor of the Club 26.2 (targeted & promoted elementary and middle school youth)**
- ***Exclusive* company branding on Club promotional materials, Club information, Mile Tracking Cards, T-shirts, press release, social media, Facebook etc…**
- **Promotion within Midland Public and area schools physical education (targeted to elementary and middle school Physical Education programs)**
- Strategic alignment (where applicable) with Greater Midland Dow RunWalk through all printed materials including: Promotional Postcards, Race Day Info Packet, Promotional Posters, Greater Midland Activities Brochure
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Sponsor recognition on Greater Midland Races website and social media

Gold Tier - $3000

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as Tot Trot sponsor; including media mention **and marketed as one of the keystone events**
- **Official sponsor of the Tot Trot (day of volunteer opportunity available for corporate exposure at the event)**
- ***Exclusive* company branding on Tot Trot shirts –** only $2 per child, ages 3-5, offering a fun, challenging obstacle course. All children receive special Tot Trot T-shirts with exclusive company logo
- Company banner displayed at the Tot Trot location (optional)
- Branding on all participant T-shirts
- Company logo displayed at the Start & Finish Line
- Four (4) social media highlights leading up to race day
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
    - Promotional Postcards – Company logo
    - Promotional Posters – Company logo
    - Greater Midland Activities Brochure
    - Race Day Info Packet – Company logo
- Recognition as Tot Trot Sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

RunWalk VOLUNTEER SPONSOR - $5000

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as our VOLUNTEER Sponsor
- ***Exclusive* company branding on Volunteer T-shirts (over 200 shirts)**
- **Opportunity to staff one (or more) Water Station and provide additional volunteers for race day**
- Branding on all participant T-shirts
- Company logo displayed at the Start & Finish Line
- Four (4) social media highlights and/or emails to recruit volunteers leading up to race day
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
    - Promotional Postcards – Company logo
    - Promotional Posters – Company logo
    - Greater Midland Activities Brochure
    - Race Day Info Packet – Company logo
- Recognition as Volunteer Sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Half Marathon - $3000

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as our HALF MARATHON/Diamond Sponsor **and marketed as one of the keystone events; including special Half Marathon promos and pushes leading up to race day**
- ***Exclusive* company branding for HALF MARATHON**
- Company branding on Neck Ribbon of FINISHER MEDALS handed out to ALL Half Marathon Participants
- Company branding on Half Marathon Awards (Overall/Masters/Age Group)
- Branding on all participant T-shirts as Half Marathon Sponsor
- Company logo displayed at the Start & Finish Line
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
    - Promotional Postcards – Company logo
    - Promotional Posters – Company logo
    - Greater Midland Activities Brochure
    - Race Day Info Packet – Company logo
- Recognition as Half Marathon Sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Exclusive opportunity to support race participants during post-race activities with massage etc….
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Silver Tier - $3000

This tier is open to multiple companies.

- Official designation as race sponsor
- Branding on all participant T-shirts
- Company logo displayed at the Start & Finish Line
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
    - Promotional Postcards – Company logo
    - Promotional Posters – Company logo
    - Greater Midland Activities Brochure
    - Race Day Info Packet – Company logo
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Bronze Tier - $1500

This tier is open to multiple companies.

- Official designation as race sponsor
- Branding on all participant T-shirts
- Company logo displayed at the Start & Finish Line
- Sponsor recognition printed in the annual Race Info Packet
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Supporting - $500

This tier is open to multiple companies.

- Official designation as Race Sponsor
- Sponsorship recognition printed in the annual Race Info Packet as Supporting Sponsor
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Course Water Station Sponsor

This tier is exclusive to one company and is guaranteed a right to continued sponsorship for the next year.

- Opportunity to provide water coolers and 5 gallon jugs of water
- Opportunity to provide paper cups with company logo imprinted (5,000 needed)
- Official designation as Race Sponsor
- Branding on all participant T-shirts
- Company branding at each of the four (4) course water stations
- Sponsor recognition printed in the annual Race Info Packet
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

RunWalk Refueling Station Sponsors - In Kind Donations

This tier is open to multiple companies.

- Opportunity to provide post-race refreshments (i.e. fruit, bagels, water, bars, etc….) TBD
- In Kind sponsorships valued at $1500 or greater will have logos included on the back of participant shirts
- Official designation as Race Sponsor
- Company branding at the RunWalk Refueling Station via logoed banners, signs etc…
- Sponsor recognition printed in the annual Race Info Packet
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Bottle Water Sponsor

This tier is exclusive to one company and is guaranteed a right to continued sponsorship for the next year.

- Official designation as Race Sponsor
- Branding on all participant T-shirts
- Company branding on up to 3000 Bottles of Water
- Sponsor recognition printed in the annual Race Info Packet
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Promotional Item Sponsor - $2000-4000 (dependent on one or two sharing)

(i.e. bag, water bottle, buff, running gadget …..)

This tier is exclusive to one or two companies for the designated year.

- Official designation as Race Sponsor
- Branding on all participant T-shirts
- Company branding on up to 2000 promotional item along with RunWalk logo
- Sponsor recognition printed in the annual Race Info Packet
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

Dow RunWalk Medal/Award Sponsor - $2500

This tier is exclusive to one company and is guaranteed a right to continued sponsorship for the next year.

- Official designation as Race Sponsor
- Branding on all participant T-shirts
- Company branding on up to 300 medal neck ribbons handed out to age group winners
- Company branding on up to 70 awards handed out to overall & masters winners
- Sponsor recognition printed in the annual Race Info Packet
- Recognition as race sponsor on the Greater Midland Races website and social media (thru June)
- Opportunity to exhibit a sponsor display (10x10) at the RunWalk Expo
- Opportunity to include any promotional items in the general runner & volunteer goodie bags
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Official location for Promotional Postcard Pick-up

GREATER MIDLAND

DOW RUNWALK 2019

Saturday, June 1

Sponsorship Reservation Form

Name_____

Company_____

Address_____

City _____State _____ Zip_____

Phone _____ Fax _____

Email_____

Signature _____ Date _____

Sponsorship opportunities will be reserved on a first-come, first-serve basis for the exclusive tiers. Additional opportunities may be available at the discretion of the Dow RunWalk. For any special requests or questions, please contact Jennifer Adamcik @ 989-832-7937 x2221 or jadamcik@greatermidland.org

Please check and initial the tier you would like to reserve and return to secure your sponsorship!

☐	Platinum (Title)*		FILLED
☐	Half Marathon Sponsor*	$3,000	Open to One
☐	Ruby* (1 Mile Run)	$5,000	Open to One
☐	Gold* (Tot Trot)	$3,000	Open to One
☐	Volunteer Sponsor*	$5,000	Open to One
☐	Silver	$3,000	Open to Multiple
☐	Bronze	$1,500	Open to Multiple
☐	Supporting	$ 500	Open to Multiple
☐	Course Water	In Kind	Open to One
☐	Refueling Station	In Kind	Open to Multiple
	POST-RACE refreshments		
	_____		*List Product Donation*
☐	Bottled Water Sponsor*		Open to One
☐	Premium Item Sponsor	$2000-4000	Open to One or Two
☐	Medal Sponsor*	$2500	Open to One
☐	Club 26.2 youth program*	$2500	Open to One

*Previous year * sponsors have first right of refusal in their sponsorship tiers.

Thank you for choosing to align your organization with the Dow RunWalk! We look forward to partnering with your company in 2019!

Contact Jennifer Adamcik at 989-832-7937 x2221 with any questions or remit payment to
Greater Midland Community Center 2205 Jefferson Avenue Midland MI 48640 Attn: Dow RunWalk