

# Santa Scramble 5k Sponsorship

Santa Scramble 5k would like to thank you for considering a partnership with us to make the 2017 Santa Scramble a huge success.

**Sponsors are a vital part of our 5k. Without sponsors we would not be able to successfully have this event.**

Sponsorship Needs:

- I. Race t-shirts
- II. School and Team prizes for the most race participants
- III. Awards for Top 3 Overall Winners (M/F), Overall Masters Winner (M/F), Overall Grand Masters Winner (M/F), and Top 3 in each age group (M/F)
- IV. Water/beverages and Food items for race participants
- V. Timing services

## Six levels of sponsorship

Level of Sponsorship You will receive:	"Presented By" Sponsor \$5000	Diamond \$2500	Platinum \$1000	Gold \$500	Silver \$250	Bronze \$100
Logo name on T-shirt: sliding scale top to bottom and size	Extra Large - Top of shirt	Large	Large	Medium	Small	Name
Logo name on participant maps	Large Logo	Logo	Logo	Logo	Name	Name
Website	Large Logo & Link	Large Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name
Logo name on Mile Marker	Yes	Yes	Yes	Yes		
Exclusive Rights - No Competitors Can Sponsor or Advertise	Yes	Yes	Yes			
Table/Tent on Race Day	Yes	Yes	Yes	Yes	Yes	
Sponsor Banner on Race Day	Yes	Yes	Yes			
Advertise in Race Packet Bag	Yes	Yes	Yes	Yes	Yes	Yes
Lead Vehicle and Trail Vehicle with exposure to all parade participants	Yes - 2	Yes - 1	No	No	No	No
Free Entry: includes T-shirt	5	4	3	2	1	

**All** sponsors are invited to advertise in the Race Package Bag that is given to each race participant. Flyers, coupons, and business cards are a great way to advertise your business to 5k participants. Sponsors can leave these materials with the race directors and they will be distributed to each race participant.

### **About the 5k:**

The Santa Scramble 5k is an annual event that participates in the holiday festival in Concord, NC. The festival includes the Santa Scramble 5k, Christmas parade, and Christmas tree lighting. The festival begins on Friday evening with the lighting of the Christmas tree in downtown Concord. The holiday event continues the next day with 5k participants running the parade route on Church Street (around 2:00 pm). Race participants are cheered on by the parade audience all the way through downtown Concord. The Christmas parade begins soon after the start of the 5k. This festival brings a large number of people to the downtown Concord area. The date of the 5k and parade is **November 18, 2017**.

Proceeds from the Santa Scramble 5k will be given to Partners for Parks, a nonprofit 501c organization that directs money to park projects with the Cabarrus County Active Living & Parks Department. Other agencies may be added to receive proceeds at a later date.

**A new team challenge** will be implemented this year to encourage even more participation in school systems and other teams. The school and team that have the largest number of registrations for the 5k will be given a team award up to \$1,000.

If you would like to become a sponsor for the Santa Scramble 5k, please make all checks payable to Agape Timing, LLC with a note in the memo field stating "Santa Scramble 5k."

Product donations can also be used for sponsorship. Please contact Todd, Kathy or Perry (race directors) to discuss.

We would be happy to meet with you to provide any additional details about the Santa Scramble 5k race and sponsorship opportunities.

#### **Primary Contacts for Santa Scramble 5k:**

Perry Gabriel (race director): 704-796-3542

Todd Spears (race director): 704-650-5585

Kathy Spears (race director): 859-512-0951

E-Mail: [info@agapetiming.com](mailto:info@agapetiming.com)

**Thank you for your sponsorship!**