



## St. Patrick's Day 5K Sponsorship Opportunities Summary

Santa Rosa Recreation & Parks is a longtime leader in providing high quality events and recreation programs for Santa Rosa families. Our programs increase health and fitness, provide a positive social outlet and improve quality of life. The St. Patrick's Day 5K is a popular family event, attracting over 1,000 participants and providing the community with a unique, fitness-oriented way to celebrate the Irish holiday. 100% of event proceeds go to the Recreation & Parks Scholarship Fund—sending children to camp and teaching them to swim!

Sponsors of the St. Patrick's Day 5K play an essential role in creating a memorable experience for participants, while bolstering event fundraising. Monetary sponsorships and in-kind contributions of race snacks, beverages, marketing and printing needs, or other supplies for the 5K event are welcome. For in-kind contributions, sponsorship level is determined by the value of the donation. Thank you very much for your thoughtful consideration.

### **VENDOR SPONSOR at \$250 and above\***

- Booth at post-race celebration: provide promotional materials along with healthy snacks and/or post-race activity for participants

\*Monetary sponsorship only, no in-kind sponsorship at this level.

### **EMERALD SPONSOR at \$500 and above**

- Vendor sponsor benefit, *plus*
- Place a promotional item/marketing material in 1000 race participant swag bags
- Recognition by emcee at event
- Company name or logo on Recreation & Parks website

### **GOLD SPONSOR at \$750 and above**

- Emerald sponsor benefits, *plus*
- Company name or logo on race start/finish line arch banner
- Hang your banner on announcer stage at post-race celebration
- Company logo on all online event promotion

### **MAJOR SPONSOR at \$1,500 and above**

- Gold sponsor benefits, *plus some-of or all-of the following depending on total investment:*
- Exclusivity for your company's product or service as an official sponsor of the St. Patrick's 5K or recognition for your company as a presenting sponsor of a component of the event
- Company logo on all printed event promotional materials (for materials produced following commitment)
- Company logo on commemorative race mugs distributed to participants (commit by January 30<sup>th</sup>)
- Radio commercial recognition as event sponsor: 80 plays x 3 stations (commit by February 12<sup>th</sup>)