



## SPONSOR GUIDE

**17th Annual 10K Run, 5K Run, 5K Walk, 1M Fun Run  
Benefitting HomeStretch  
by the Chattahoochee**

**Saturday, April 14, 2018**

**Rain or Shine, we run!**

**[www.runtheriver.org](http://www.runtheriver.org)**

**Get Connected to HomeStretch!**



**17<sup>th</sup> Annual Choate Construction Run the River 5K/10K Road Race  
benefitting HomeStretch**

# Event Marketing and Promotion

## Target Market

- Runners and walkers of all ages
- Families who want to enjoy a beautiful spring morning together (strollers and pets welcomed)
- Concerned citizens who care about homeless families
- Area organizations participating in the "Congregation Challenge"

## Event Promotion Plan

A committee of HomeStretch volunteers will supervise race marketing, including promotion, publicity and advertising. Key elements of the race promotion plan include:

### **1. Collateral Materials**

- Professionally developed, eye-catching Race Logo
- Professional-quality race brochures, flyers, posters and signs.
- Quality technical/tri-blend race T-shirt
- Professionally designed race website [www.runtheriver.org](http://www.runtheriver.org)
- Actively maintained social media presence

### **2. Advertising / Marketing**

- On-going recognition on the HomeStretch and Run the River websites for major sponsors
- *Run and See Georgia Website and other event websites*
- Various local newspapers (*Neighbor, Revue*) and magazines including online news sites, i.e. Roswell Patch, Access Atlanta, etc.
- General news/press releases
- *Active.com* listing of Sporting Events
- Public service announcements on radio, newspapers, online calendars (e.g. *AJC, Atlanta Life, and Points North*, etc.)
- Brochures/flyers distributed at health and fitness clubs, sporting goods stores and other running events throughout Atlanta, including our partnership with Big Peach Running Company
- Direct distribution and email distribution of the official race brochure
- Extensive race promotion email campaign

### **3. Benefits to Sponsors**

- An estimated 700,000 media "impressions" of your corporate logo created in Atlanta for major sponsors
- Recognition in media releases
- Recognition at Awards ceremony
- Promotional display at Post Race Area
- Association with health & fitness event
- Well established metro wide event with an excellent reputation

## **2017 CORPORATE SPONSORSHIP OPPORTUNITIES**

### **Title Sponsor – \$10,000**

- Race named after title sponsor i.e.: Choate Construction Run the River 5K/10K.
- Sponsor's logo or name in a prominent location on front of the promotional brochure, event flyer, and all printed materials.
- Sponsor's Logo prominently displayed on the official race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch website – [www.HomeStretch.org](http://www.HomeStretch.org).
- Sponsor's logo or name displayed on Active.com (online registration site) and other internet race information sites.
- Display of Sponsor's logo/banner at start line and finish line area.
- Recognition at Awards Ceremony and presentation of plaque.
- Display of Sponsor's logo on the official race T-shirt.
- Company named as Title Sponsor in all media releases.
- Six complimentary registrations.
- Opportunity to set up exhibit with promotional items at the finish line area.
- Opportunity to provide promotional material for distribution at event.
- Orion Racing ads, e-blasts and Big Peach in-store advertising.

### **Presenting Sponsor – \$7,500**

- Sponsor's logo or name in a prominent location on front of the promotional brochure, event flyer, and all printed promotional materials.
- Sponsor's logo prominently displayed on the official race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch Website – [www.HomeStretch.org](http://www.HomeStretch.org).
- Display of Sponsor's logo/banner at either the start or finish line.
- Recognition at Awards Ceremony.
- Display of Sponsor's logo on the official race T-shirt.
- Company named as Presenting Sponsor in all media releases.
- Four complimentary registrations.
- Opportunity to set up exhibit with promotional items at the finish line area.
- Opportunity to provide promotional material for distribution at event.

### **Starting & Finishing Line Sponsor – \$5,000**

- Sponsor's logo or name in promotional pieces (posters, brochures, etc.).
- Display of Sponsor's logo/Banner at either the start or finish line.
- Recognition at Awards Ceremony.
- Prominent display of Sponsor's logo on official race T-shirt, race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch Website – [www.HomeStretch.org](http://www.HomeStretch.org).
- Three complimentary registrations.
- Opportunity to set up exhibit with promotional items at the post race area.
- Opportunity to provide promotional material for distribution at event.

### **Platinum Sponsor – \$2,500**

- Sponsor's logo or name presented in promotional pieces (posters, brochures, etc.).
- Opportunity to display sponsor banner at the finish line area.
- Recognition at Awards Ceremony.
- Prominent display of Sponsor's logo on official race T-shirt, race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch Website – [www.HomeStretch.org](http://www.HomeStretch.org).
- Two complimentary registrations.
- Opportunity to set up exhibit with promotional items at the post race area.
- Opportunity to provide promotional material for distribution at event.

### **Gold Sponsor – \$1,250**

- Sponsor's logo or name presented in promotional brochure.
- Recognition at Awards Ceremony.
- Prominent display of Sponsor's name on official race T-shirt, race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch Website – [www.HomeStretch.org](http://www.HomeStretch.org).
- One complimentary registration.
- Opportunity to set up exhibit with promotional items at the post race area.
- Opportunity to provide promotional material for distribution at event.

### **Silver Sponsor – \$750**

- Sponsor's logo or name presented in promotional brochure.
- Recognition at Awards Ceremony.
- Sponsor's logo presented on official race T-shirt, race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch Website – [www.HomeStretch.org](http://www.HomeStretch.org).
- Opportunity to provide promotional material for distribution at event.

### **Friends of HomeStretch – <\$750**

- Recognition at Awards Ceremony.
- Sponsor's logo presented on official race T-shirt (space permitting), race website – [www.runtheriver.org](http://www.runtheriver.org) and the HomeStretch Website – [www.HomeStretch.org](http://www.HomeStretch.org).
- Opportunity to provide promotional material for distribution at event.

### **Underwriting Opportunities Available**

- Trophy/Awards Sponsor
- Chip Timer Sponsor
- Food Sponsor
- Race Photographer
- Shirt Sponsor
- Media & Communications Sponsor

**Sponsor recognition is in direct proportion to the contribution.**



### The HomeStretch Mission

HomeStretch guides working homeless families with minor children in north metro Atlanta towards increased self-reliance and stability by providing life-skills education, mentoring, and supportive housing.

To learn more about HomeStretch, please visit our website at [www.HomeStretch.org](http://www.HomeStretch.org).