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

Get Connected to HomeStretch!

17th 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
   - 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 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.
- 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.
- 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.
- 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.
- 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.
- Opportunity to provide promotional material for distribution at event.

Friends of HomeStretch – <$750

- Recognition at Awards Ceremony.
- 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.