

# 10K Race Sponsorship Opportunities



## 39th ANNUAL POSSUM TROT **\*\*Peachtree Qualifier\*\***

10K Race & Fun Run  
Saturday, June 17, 2017

NUMBER OF EXPECTED  
PARTICIPANTS: 1,000

AWARDS: Overall & Masters  
Male/Female, Top 3 in 13 age groups,  
Male/Female



## **Presenting Sponsorship:**

**\$5,000**

Your company name included in race name,

- Introduction as **PRESENTING SPONSOR** at Event
- Prominent placement of logo as presenting sponsor on front & back of t-shirts
- Spokesperson to start race
- Company names on awards
- Complimentary use of CNC's 65-person high-definition theater or Ben Brady Pavilion (150 persons)...subject to availability and other restrictions may apply
- Company name or logo listing Presenting Sponsor in race advertisements in Featured as sponsor in press releases to AJC, Roswell Neighbor, Alpharetta Review and News, Cherokee Ledger, Marietta Daily Journal & other media
- Special Mention in Chattahoochee Nature Center Newsletter pre & post race articles (4,000 distribution each mailing)
- 20 Complimentary race numbers
- Sponsor-provided tent or booth space at race, volunteers with company t-shirts
- Presenting sponsor listing and or logo on registration forms, brochures & all print collateral (10,000)
- Presenting Sponsor name or logo on sponsor signage and company-supplied banners at event
- Presenting sponsor listing on all e-blasts with hyperlink (17,000 distribution)
- Presenting sponsor listing on website with hyperlink (15,000 unique visits/month)
- Sponsor provided advertising materials and coupons in goodie bag (1,500)
- Logo and/or name mention on all social media
- 25 free passes to CNC

## **Gold Sponsorship**

**\$1,500**

- Introduction as **GOLD** Sponsor at Event
- Prominent company logo on back of t-shirts
- Company name or logo in race ads
- Company name mentioned in press release & media advisories
- 10 Complimentary race numbers
- Sponsor-provided tent or booth space at race, volunteers with company t-shirts
- Logo on registration forms, brochures and print collateral
- Prominent logo on all e-blasts
- Prominent logo on website
- Prominent name or logo on sponsor signage and sponsor-supplied banners
- Sponsor provided advertising materials and coupons in goodie bag, if provided
- Logo and/or name mention on all social media

**Silver Sponsorship** **\$1,250**

- Introduction as **SILVER** Sponsor at Event
- Logo or name in race ads (space permitting) and websites
- Logo or name on registration forms, brochures and all print collateral
- Name mentioned in press release
- Medium logo on t-shirts
- Logo on sponsor signage and sponsor-supplied banners at event
- Logo on website
- Sponsored provided booth space
- 6 Complimentary Race numbers
- Sponsor provided advertising materials and coupons in goodie bag, if provided
- Name mention on all social media

**Bronze Sponsorship** **\$1,000**

Introduction as **BRONZE** sponsor at event

- Logo or name on registration forms, brochures and print collateral
- Logo on race t-shirts
- Logo on sponsor signage at event
- Recognition on website
- Sponsored provided booth space at race
- 4 Complimentary Race numbers
- Sponsor provided advertising materials and coupons in goodie bag
- Logo and/or name mention on all social media

**Primary Sponsorship** **\$500**

- Small logo on race t-shirts
- Small logo on race banner
- Recognition on website
- Sponsored provided booth space at race
- Sponsor provided advertising materials and coupons in goodie bag

**Booth Space - Race Day** **\$125**

**Gift Bag Promotion (drop-in)** **\$80**

**In-Kind Donations**

Benefits negotiable based on value of donations, including name on race banner

Recognition at event

Sponsor provided advertising materials and coupons in goodie bag

## Sponsorship Agreement Form

Thank you for investing in preserving the Chattahoochee River!  
All proceeds benefit the Chattahoochee Nature Center, a 501©3 non profit organization. Your contribution is tax-deductible.

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Our sponsorship commitment will be:

_____ Presenting	\$ _____
_____ Gold	\$ _____
_____ Silver	\$ _____
_____ Bronze	\$ _____
_____ Primary	\$ _____
_____ Booth Space Only	\$ _____
_____ Gift Bag Promotion Only	\$ _____

Please send a high-resolution logo to [p.reiling@chattnaturecenter.org](mailto:p.reiling@chattnaturecenter.org)

Authorized signature \_\_\_\_\_

**Please return form to:**

Chattahoochee Nature Center

Attn: Peggy Reiling

PO Box 769769

Roswell, GA 30076

E-mail: [p.reiling@chattnaturecenter.org](mailto:p.reiling@chattnaturecenter.org)