

# SPONSORSHIP OPPORTUNITIES

## South Suburban Race Series



### About the Race Series

The South Suburban Race Series consists of six races over the calendar year. Participants can earn points at each race that go toward overall scoring. Each male and female who accumulates the most points will be awarded prizes and be crowned Race Series Champion.

Sponsoring our races will help you reach your target demographic - specifically residents of Centennial, Denver, Littleton, Highlands Ranch and Lone Tree. Our participants are 60% female and the majority range in age from 30-50 years old.

### 2019 Race Dates

Super Sunday 5K (Sunday, February 3, 2019)

Rockin' on the River 5K (Sunday, April 7, 2019)

38th Annual High Line Canal Run 5K & 10K (Saturday, May 11, 2019)

Pancake Stampede 5K (Sunday, August 11, 2019)

Bluffs 8K Trail Run (Sunday, August 25, 2019)

Hoofin' It Through the Hollows 5K (Saturday, October TBA)

### Sponsorship Packages

#### Race Vendor

\$150 per race, per item/\$250 for High Line Canal Race

- Booth/exhibitor space on race day.

#### Race Photography Sponsor

\$300

- Company logo displayed on all of race photographs taken and distributed to participants.
- Photos will be posted on social media and distributed to runners to share on via their social media outlets, download and print.
- Amount of "reaches" (number of people who see the photos) by sharing on social media for smaller races could be around 1,000, for the High Line Canal Run, could reach a couple thousand based on other race data.

#### Supporting Sponsor for Individual Race

\$1,500

- Company name & logo on all: race registration website, race t-shirts/swag giveaway, SSPR printed promotional materials.
- Registration website with company's logo with link sending people directly to company's website that 90% of participants register through. One single race registration page averages a minimum of 1,500 views.
- Company name in our catalog that is mailed out to 150,000 South Suburban residents.
- At least 2 announcements on race day to the crowd with company recognition.



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### **Sponsorship Packages continued**

#### **Title Sponsor for Individual Race**

\$5,000

- Company name & logo on all: race registration website, race t-shirts/swag giveaway, SSPR printed promotional materials.
- Registration website with company's logo with link sending people directly to company's website that 90% of participants register through. One single race registration page averages a minimum of 1,500 views.
- Exhibitor on race days.
- Company name in our catalog that is mailed out to 150,000 South Suburban residents.
- At least 4 announcements on race day to the crowd with company recognition.
- Ability to reach 4,500 specific participants through race email database.
- Shout outs/Tags/Plugs on SSPR Social Media promoting service, donation, product or event.
- Company name on awards/medals for specific programs.

#### **Title Sponsor for Race Series**

\$15,000

- Company name with race title.
- Company name & logo on all: race registration websites, race series t-shirts/swag giveaway, race series SSPR printed promotional materials.
- Registration website with company's logo with link sending people directly to company's website that 90% of participants register through. One single race registration page averages a minimum of 1,500 views.
- Company banner displayed on race days; Exhibitor on race days.

- Company name in our catalog that is mailed out to 150,000 South Suburban residents.
- Ability to reach 4,500 specific participants through race email database.
- Shout outs/Tags/Plugs on SSPR Social Media promoting service, donation, product or event.
- At least 4 announcements on race day to the crowd with company recognition.

#### **Supporting Sponsor for Race Series**

\$5,000

- Company name & logo on: race registration websites, race series t-shirts/swag giveaway, race series SSPR printed promotional materials.
- Registration website with company's logo with link sending people directly to company's website that 90% of participants register through. One single race registration page averages a minimum of 1,500 views.
- Company banner displayed on race days.
- Company name in our catalog that is mailed out to 150,000 South Suburban residents.
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**SOUTH SUBURBAN  
RACE SERIES**



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SUBURBAN  
PARKS & RECREATION**