

# SPONSORSHIP OPPORTUNITIES

## *South Suburban Race Series*



### About the Race Series

The South Suburban Race Series consists of six races over the calendar year. We are the most family-friendly races in town! Our mission is to foster healthy living through affordable, community engaging events.

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.

### 2024 Race Dates

Super Sunday 5K (Sunday, Feb. 11, 2024)

Rockin' on the River 5K (Sunday, April 21, 2024)

High Line Canal Run 5K & 10K (Saturday, May 11, 2024)

Pancake Stampede 5K (Sunday, Aug. 11, 2024)

Bluffs 8K Trail Run (Sunday, Aug. 25, 2024)

Hoofin' It Through the Hollows 5K (Saturday, Oct. 19, 2024 or Saturday, Oct. 26, 2024 - 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 host website of all of race photographs.
- Company name and blurb included on lead page of photography site.
- Company logo included in race registration website.
- Company logo included in post-race e-blast encouraging participants to purchase photos.

#### Supporting Sponsor for Individual Race

\$1,500

- Company name & logo on all: race registration website, race t-shirts/swag giveaway, SSPRD 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, SSPRD 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 SSPRD 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 SSPRD 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 SSPRD 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 SSPRD 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.
- Ability to reach 4,500 specific participants through race email database.
- Shout outs/Tags/Plugs on SSPRD Social Media promoting service, donation, product or event.
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**SOUTH SUBURBAN  
RACE SERIES**



**SOUTH  
SUBURBAN**  
PARKS & RECREATION