

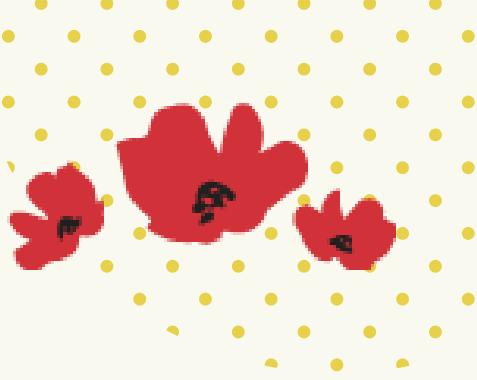


2021

SPONSORSHIP PROPOSAL



ABOUT THE GEORGETOWN HALF MARATHON & 5K



**The obsession
with running is
really an
obsession with the
potential for more
and more life.**

“ ”

Georgetown, Texas is nestled in central Texas just outside of Austin. Home to the “Most Beautiful Town Square in Texas”, Georgetown offers one of the most gorgeous courses around.

The vision of the Georgetown Half Marathon & 5K is to establish a sustainable community-focused running event, while encouraging participation from all over Texas and the US to further their personal fitness goals through running.

SPONSORSHIP OPPORTUNITIES

Sponsorship of the inaugural Georgetown Half Marathon & 5K provides area businesses and organizations a unique opportunity to become a founding partner of the event.

Your sponsorship will illustrate your commitment to the community, healthy living, and fun, family events!

LEVELS

- Presenting
- Gold
- Silver
- Bronze
- Packet Pick-up
- Hydration
- In-Kind

Questions? Contact
support@irunproductions.com





Presenting Sponsor (Limit One)

- **Exclusive naming rights for the event to be named after the Presenting Sponsor.**
- Recognition (company name & logo) on all marketing/pre-promotional print pieces (including flyers, posters, postcards, banners & print ads.)
- Top logo placement on start/finish lines & additional race day banners.
- Company representative to be named honorary event announcer.
- Logo on the FRONT of all race participant t-shirts.
- Dedicated Press Release announcing the partnership to state-wide media.
- Prominent company recognition on event website with click-through.
- Permanent logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000)
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item/flyer in race bags.
- Dedicated tent space at event post-race party
- 15 complimentary race entries

SPONSORSHIP FEE: \$8,500

Gold Sponsorship

- Recognition (company name & logo) on all marketing/pre-promotional print pieces (includes flyers, posters, postcards, banners, and print ads.)
- **Exclusive logo placement on neck ribbon of finisher medals.**
- Logo placement on start/finish lines and additional race day banners.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on event website with click-through.
- Logo inclusion on iRun Productions newsletters (Distribution: 31,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promo item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 10 complimentary race entries

SPONSORSHIP FEE: \$5,500

Silver Sponsorship

- Recognition (company name & logo) on all marketing/pre-promotional print pieces (includes flyers, posters, postcards, banners, and print ads.)
- **Exclusive logo placement on all participant race bibs.**
- Logo placement in finish line corral.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on event website.
- Logo inclusion on iRun Productions newsletters (Distribution: 31,000).
- Exposure through social media campaign (Facebook and Instagram).
- Option to host a packet pick-up at your place of business.
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 7 complementary race entries

SPONSORSHIP FEE: \$3,000

Bronze Sponsorship

- Recognition (company name & logo) on all marketing/pre-promotional print pieces (includes flyers, posters, postcards, banners, and print ads.)
- Includes exclusive Gear Check sponsorship.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on the event website.
- Logo inclusion on iRun Productions newsletters (Distribution: 31,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 5 complementary race entries

SPONSORSHIP FEE: \$2,500

Packet Pick-Up Sponsor (Limit TWO)

- Host a packet pick-up at your place of business.
- Company recognition on event website.
- Logo on the BACK of all participant t-shirts.
- Logo inclusion on iRun Productions & Houston Running Co. newsletters (Distribution: 60,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.

SPONSORSHIP FEE: \$1,000





Hydration Sponsor

- Logo on the BACK of all participant t-shirts.
- Company signage at water stations.
- Company recognition on event website.
- Logo inclusion on iRun Productions newsletters (Distribution: 31,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promo item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$500

In-Kind Food & Beverage Sponsor

Due to COVID protocols, all food will have to be PRE-PACKAGED and limited to on-site distribution. Health measures will be required for onsite participation from all vendors

- Company recognition on event website.
- Logo on the BACK of all participant t-shirts.
- Logo inclusion on (2) race newsletters (Distribution: 31,000).
- Exposure through social media campaign (Facebook and Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE:

IN-KIND DONATION TRADE* or \$250 FEE

*value of food/beverage donation must equal a minimum of \$250 to receive sponsorship marketing benefits