



Greater L-A Triple Crown Sponsorship Opportunities And Guidelines for 2018

(Highlighted text represents major differences between levels)

Presenting Sponsor

\$8,000 and above

- *Limited to one
- *Monetary sponsorship only
- *Presenting Sponsor's name attached to Triple Crown logo:
"Greater L-A Triple Crown presented by..."
- *Logo on all print materials (may include but not limited to newspaper, magazine, postcards, posters and other promotional materials)
- *Logo on banner to be displayed at all events
- *Logo featured on back of race series t-shirts (approximately 1,000)
- *Logo on postcards (approximately 500)
- *Logo on community posters (displayed in highly visible locations throughout the local and surrounding communities)
- *Logo & website link to be featured prominently on Triple Crown website homepage and sponsor page with link to sponsor homepage for one year
- *6 Free Registrations for the Triple Crown Race Series
- *Logo in "Thank You" print ad appearing at the conclusion of the race series
- *Letter of Acknowledgment/ Level of sponsorship/name announced at each event
- *Sponsor plaque with name and year of involvement
- *Opportunity to distribute informational materials and/or coupons to each participant via runner race packets
- *Display table available at all three races for business promotional materials (including but not limited to flyers, postcards, business cards, coupons). Sale of items is prohibited with the below exception. *
- *Regular promotion of your business on social media venues.

Gold Sponsor

\$3,000-7,999

- *Monetary sponsorship only
- *Logo featured on back of race series t-shirts (approximately 1,000)
- *Logo on postcards (approximately 500)
- *Logo on community posters (displayed in highly visible locations throughout the local and surrounding communities)
- *Logo & website link to be featured prominently on Triple Crown website homepage and sponsor page with link to sponsor homepage for one year
- *3 Free Registrations for the Triple Crown Race Series
- *Logo in "Thank You" print ad appearing at the conclusion of the race series
- *Letter of Acknowledgment/ Level of sponsorship/name announced at each event
- *Sponsor plaque with name and year of involvement
- *Opportunity to distribute informational materials and/or coupons to each participant via runner race packets
- *Display table available at all three races for business promotional materials (including but not limited to flyers, postcards, business cards, coupons). Sale of items is prohibited with the below exception. *
- *Regular promotion of your business on social media venues.

Silver Sponsor

\$2,000 and up

- *Sponsorship may be monetary or a combination of monetary and in-kind gift. If combination, at least 50% of the gift must be a monetary donation
- *Logo featured on back of race series t-shirts (approximately 1,000)
- *Logo on postcards (approximately 500)

- *Logo on community posters (displayed in highly visible locations throughout the local and surrounding communities)
- *Logo & website link to be featured on Triple Crown website homepage and sponsor page with link to sponsor homepage for one year
- *2 Free Registrations for the Triple Crown Race Series
- *Logo in "Thank You" print ad appearing at the conclusion of the race series
- *Letter of Acknowledgment/ Level of sponsorship/name announced at each event
- *Sponsor plaque with name and year of involvement
- *Opportunity to distribute informational materials and/or coupons to each participant via runner race packets
- *Regular promotion of your business on social media venues.

Bronze Sponsor

\$1,000 - \$1,999

- *Sponsorship may be monetary or a combination of monetary and in-kind gift. If combination, at least 50% of the gift must be a monetary donation.
- *Name featured on back of race series t-shirts (approximately 1,000)
- *Name on postcards (approximately 500)
- *Name on community posters (displayed in highly visible locations throughout the local and surrounding communities)
- *Name & website link to be featured on Triple Crown website homepage and sponsor page with link to sponsor homepage for one year
- *1 Free Registration for the Triple Crown Race Series
- *Name in "Thank You" print ad appearing at the conclusion of the race series
- *Letter of Acknowledgment/ Level of sponsorship/name announced at each event
- *Sponsor plaque with name and year of involvement
- *Opportunity to distribute informational materials and/or coupons to each participant via runner race packets
- *Regular promotion of your business on social media venues.

Friends of the Triple Crown

\$500 - \$999

- *Sponsorship may be monetary or a combination of monetary and in-kind gift. If combination, at least 50% of the gift must be a monetary donation.
- *Name & website link to be featured on Triple Crown website homepage and sponsor page with link to sponsor homepage for one year
- *Letter of Acknowledgment/ Level of sponsorship/name announced at each event
- *Opportunity to distribute informational materials and/or coupons to each participant via runner race packets
- *Regular promotion of your business on social media venues.

Gifts In Kind

Various

- *Name & website link to be featured on Triple Crown website homepage and sponsor page with link to sponsor homepage for one year
- *Letter of Acknowledgment/ Level of sponsorship/name announced at each event
- *Opportunity to distribute informational materials and/or coupons to each participant via runner race packets
- *Regular promotion of your business on social media venues.

Crown Club Sponsors

A unique opportunity for sponsors to provide the Triple Crown Race Series with services and/or products that are needed to plan, implement, and host this three-part race series. For the 2015 Triple Crown Race Series, we have identified the following as sponsor opportunities:

- *Public Relations/Media Sponsor (1)
- *Water/Hydration Sponsor (1)
- *Post-Race Food and Refreshment Sponsor (1)
- *Advertising Sponsor (1)
- *Awards Sponsors (multiple)

- *Post-Race Massage Sponsor (1)
- *Apparel Sponsor (1)
- *Web Services Sponsor (1)
- *Kids' Fun Run (1)

The sponsor and Triple Crown Committee shall mutually agree upon the amount and extent of services and/or products provided by our Crown Club Sponsors prior to the signing of the Sponsor Commitment Agreement.

All Crown Club Sponsors will enjoy Gold Level Sponsor privileges. Please see above.

Display Tables

*For those applicable, Display Tables may feature PR materials, such as flyers, brochures, and newsletter; coupons, offers, and business information. No items may be sold.

Vendor Opportunities

Vendor Tables may be purchased for \$75 per race or \$200 for the race series. The Triple Crown Race Series will feature 5 vendor tables at each race, and will be permitted on a first come, first serve basis. Vendors must provide their own table and tent (if using). All items for sale must be pre-approved by the Triple Crown Committee at least 2 weeks prior to race day.

Exclusivity

Please note that to better accomplish the mission of the Triple Crown Races and the associated programs there will be no exclusivity extended to the participating sponsors.

**SPONSOR COMMITMENT FORM
MUST BE RETURNED BY MARCH 1, 2018**



Business Name: _____

Representative/Contact Name: _____

E-mail Address: _____

Phone Number: _____

Address: _____

City: _____ State: _____ Zip: _____

My company would like to sponsor the 2016 Triple Crown Race Series as a:

Presenting Sponsor _____ Bronze Sponsor _____

Gold Sponsor _____ Friend of Triple Crown _____

Silver Sponsor _____ Gift In Kind _____

Crown Club Sponsor – Please circle category

Public Relations/Media

Beverage/Hydration

Post-Race Food/Refreshment

Advertising

Post-Race Massage

Awards

Apparel

Web Services

Kids' Fun Run

I, _____, a representative of _____ agree to provide the above-indicated sponsorship to the 2018 Triple Crown Race Series in return for the privileges accompanying my sponsorship commitment. All sponsorship money must be received no later than **May 1, 2018** and all product and/or in-kind donations must be received by a date mutually agreed upon by the sponsor and Triple Crown Committee.

Signature

Date

THANK YOU!

Please make a copy of this Form for your records!

Please mail to: Mary Murphy/YMCA, 62 Turner Street, Auburn, ME 04210