

FAYETTE Charity Classic

10k • 5k • 2k | 03.17.12

Hosted by Fayette Senior Services
Proceeds to Benefit Fayette County's
Participating Non-profit Charities.

Sponsorship Package

Presenting Sponsors



Community Spirit in Action

The Event

Fayette Senior Services (FSS) 4th annual March For Meals 5K/1 Mile Run Walk has new look and expanded purpose for 2012. The event has been renamed the **Fayette Charity Classic** and a certified 10K has been added. Also new, proceeds from the event will now benefit other participating Fayette County charities. The Fayette Charity Classic 10K and 5K are USA Track and Field (USATF) certified and qualifiers for the Peachtree Road Race.

The Opportunity

Enhance company awareness, expand marketing reach, and create good will by aligning your company with the 2012 Fayette Charity Classic.

- 1,000 participants (estimated) - runners, walkers, volunteers, spectators, sponsors, and vendors.
- Marketing reach: regional/state/local (running groups, fitness clubs, civic groups, churches, and more).
- Your sponsorship dollars will reach an audience of hundreds of thousands with our comprehensive print, radio, digital marketing, and social media.
- Website cross-links with the Fayette Chamber of Commerce, Fayetteville Main Street, and the Peachtree City Visitors and Convention Bureau.
- Race Day Festivities for runners/walkers and spectators: Parking Lot Parties along the routes and Expo at start/finish line area.
- The Fayette Charity Classic helps raise significant awareness for the vital role that Fayette County's non-profits play in the community. Charities who register their organization with the Fayette Charity Classic will share in the proceeds from the event.
- Participants and sponsors are encouraged to "run-walk-give" in support of their favorite charity.

Presenting Sponsor Package - \$2,500

What You Will Receive From Your Sponsorship:

- Company logo on cover/headline of all print/Web publicity materials including newspaper ads, radio, event Website, email, social media, print materials.
- Recognition in pre-event and post event publicity.
- 20' x 20' Exhibit area - one table included.
- Hourly PSA during event day announcements.
- Your corporate name/logo on 2.5' x 10' race banner at the start/finish line.
- Premium positioning of company logo on event signage at start/finish/expo area.
- Your corporate give-a-way in every runners/walkers goodie bag.
- Premium positioning of your corporate logo on the event T-shirt.
- 10 free run/walk registrations and parking passes for your employees or friends. (application is required for each runner by March 5, 2012)

Platinum Sponsor Package - \$1000

What You Will Receive From Your Sponsorship:

- Company logo on all print/Web publicity materials including newspaper ads, radio, event Website, email, social media, print materials.
- Recognition in pre-event and post-event publicity
- 10' x 10' Exhibit area - one table included.
- Hourly PSA during event day announcements.
- Your company logo on all event signage throughout start/finish/expo area.
- Your corporate give-a-way in every runners/walkers goodie bag.
- Your corporate logo on the event T-shirt.
- 6 free run/walk registrations and parking passes for your employees or friends. (application is required by each runner by March 5, 2012)

10K Mile Marker Sponsor - \$750– One Only

What You Will Receive From Your Sponsorship:

- Company logo on all print/Web publicity materials including newspaper ads, radio, event Website, email, social media, print materials.
- Recognition in pre-event and post-event publicity.
- 10' x 10' Exhibit area - one table included.
- Hourly PSA during event day announcements.
- Your company logo on event signage along race route (total of six mile-markers.)
- Your corporate give-a-way in every runners/walkers goodie bag.
- Your corporate logo on the event T-shirt.
- 4 free run/walk registrations and parking passes for your employees or friends. (application is required by each runner by March 5, 2012)

Gold Sponsor Package - \$500

What You Will Receive From Your Sponsorship:

- Company logo on all print/Web publicity materials including newspaper ads, radio, event Website, email, social media, print materials.
- Recognition in pre-event press and post-event publicity.
- 10' x 10' Exhibit area - one table included.
- Hourly PSA during event day announcements.
- Your corporate give-a-way in every runners/walkers goodie bag.
- Large boldface name/listing on the event T-shirt.
- 2 free run/walk registrations and parking passes for your employees or friends. (application is required by each runner by March 5, 2012)

Silver Level Sponsor - \$250

What You Will Receive From Your Sponsorship

- Boldface name/listing on print/Web publicity materials to include newspaper ads, radio, event Website, email, social media, print materials.
- Recognition in pre-event and post-event publicity.
- 10' x 10' Exhibit area - one table included.
- Large boldface name/listing on the event T-shirt.
- Hourly PSA during event day announcements.
- Your corporate give-a-way in every runners/walkers goodie bag.

The Course





Hosted by Fayette Senior Services

Proceeds to Benefit Participating Fayette County Non-profit Charities.

SPONSORSHIP CONTRACT

Fayette Senior Services, Inc. | 4 Center Drive, Fayetteville, GA 30214 | 770-461-0813
www.FayetteLifeEnrichment.org | Contact: Sarah Hall – shall@fayss.org

Company: _____

Authorized Representative: _____ Title: _____

Signature: _____

Address: _____

State: _____ Zip: _____ Phone: _____

Phone: _____

Sponsor Level: (circle one)

Presenting Sponsor Platinum 10K Mile Marker Sponsor Gold Sponsor Silver Sponsor

Cash In-kind (Please describe) _____

Amount: \$ _____ Check Cash Credit Card (MC, VISA, Discover)

Make checks payable to: Fayette Senior Services

Credit Card #: _____ Security: _____

Expiration Date: _____

Signature: _____ Date: _____

SPONSORS MAY DESIGNATE 20% OF THEIR SPONSORSHIP FEE (CASH SPONSORS ONLY) TO A PARTICIPATING CHARITY. PLEASE PRINT THE NAME OF THE CHARITY DESIGNEE BELOW (IF NO DESIGNATION, PROCEEDS WILL GO TO EVENT HOST CHARITY).

NAME OF CHARITY _____

Fayette Charity Classic Authorized Representative: _____ Date: _____