



# Community Based Marketing & Sponsorship

## Event Name: Aztlan 5K Classic



Select Multiple Events in Southern California to Increase Your Exposure and Save Money on Marketing.

We welcome mission driven companies to promote their services and products to our diverse client portfolio of run/walk/hike and wellness expos throughout the year. Engage your product to over 240,000 participants yearly. To view all available events, visit our main portal at [AztlanAthletics.org](http://AztlanAthletics.org)

SPONSORSHIP LEVEL	PRESENTING	PLATINUM	DIAMOND	GOLD
Contribution Amount	\$10,000	\$7,500	\$5,000	\$3,500
Official Start/Finish Banners	✓			
Corporate Banners on Race Course	✓			
Opening Ceremony Speaking Opportunity	✓	✓		
Logo & Signage at Mile Markers	✓	✓		
Year-Long Recognition on Race Sponsor Page	✓	✓		
Name/Logo on Race Bib	✓	✓	✓	
Name/Logo Printed on Registration Form	✓	✓	✓	
Name/Logo on Swag Bag	✓	✓	✓	
Main Stage Logo	✓	✓	✓	✓
Live PA Announcement (5 per event)	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓
Entertainment Stage Signage	✓	✓	✓	✓
Complimentary Booth	✓	✓	✓	✓
Complimentary Race Entries	✓ (50)	✓ (25)	✓ (15)	✓ (5)
Inclusion in Press Release & Media Alerts	✓	✓	✓	✓
Name/Logo on Race Participant Pages	✓	✓	✓	✓
Name/Logo Printed on Race Posters	✓	✓	✓	✓
Name/Logo on T-Shirt	✓	✓	✓	✓

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

- WATER STATION SPONSOR or RACE BIB- \$750 for one station
- EXHIBITOR BOOTH - \$350
- EVENT SHIRT SLEEVE - \$1,500 per event
- EVENT EXPO - \$3,000
- VENDOR BOOTH - \$350 (contact sponsorship manager for more details)

### IN-KIND SPONSORSHIPS

By helping us underwrite race production costs, your in-kind contribution ensures that we can maximize proceeds that are endorsed by our foundation.

- Photography
- Prizes for Race Teams & Race Fundraisers
- Runner Gifts
- Wellness Expo Decorations
- Food and Beverage
- Event-related Expo Activities