



Community-Based Marketing & Sponsorship Program



Support worthy causes within your region and increase your brand engagement with mission driven run/walk wellness events.

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	✓ (25)	✓ (15)	✓ (10)	✓ (5)
Inclusion in Press Release & Media Alerts	✓	✓	✓	✓
Name/Logo on Race Participant Pages	✓	✓	✓	✓
Name/Logo Printed on Race Posters	✓	✓	✓	✓
Name/Logo on T-Shirt	✓	✓	✓	✓
Name/Logo on Freeway Billboard/Marquee	✓	✓	✓	✓

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)

NON-PROFIT EXHIBITOR OPPORTUNITIES | 7:00 A.M. - 12:00 P.M.

Option 1: \$250

- 6 Foot Table, 2 Chairs, and 10x10 Foot Canopy placed in wellness area to promote to all registered participants & guests
- Logo placed on website, social medial and event marketing materials
- Stage announcement during event

Option 2: 25 Registered Runners/Walkers Under The Sponsors / Non-Profit Name

- Same Exposure As Option 1.

Option 3: 10 Registered Runners/Walkers Under The Sponsors / Non-Profit Name

- Same as Option 1. However, the booth will be shared with another non-profit agency.



Community Based Marketing & Sponsorship Business Information Card

Business name or how you would like to be listed:

Contact Name:

Phone #:

Fax #:

Address:

City:

State:

Zip Code:

Email:

CONTACT

Jose L Zavala, Event Director

Phone: 626-755-8489

Email: Jose@AztlanAthletics.org

Web: AztlanAthletics.org

Matthew Mojarro, Sponsorship

Coordinator, (213) 456-6666

Matthew@AztlanEvents.com

SPONSORSHIP LEVEL

PRESENTING \$

PLATINUM \$

DIAMOND \$

GOLD \$

Exhibitor \$

Water Station \$

Vendor Booth \$

T-Shirt \$

Event Expo \$

Non-Profit Option 1, 2, 3

NOTE: Your company logo must be sent no later than 2 weeks prior to event in order to be included on the acknowledgment print media, commemorative t-shirt, etc. We will produce print media and distribute to the community starting 16 weeks before event date, primarily installing posters and including logos in event swag. Please refer to logo file guidelines on attached file logo_guidelines.pdf and send your logo to info@aztlanathletics.org.



Community Based Marketing & Sponsorship Business Information Card

FILE GUIDELINES FOR SPONSOR LOGO

1 full color logo (if applicable)

large jpeg or png 150-300 dpi, at least 18in
OR
raw vector file (Adobe Illustrator, EPS, or SVG)

AND

1 full color logo (if applicable)

large jpeg or png 150-300 dpi, at least 18in
OR
raw vector file (Adobe Illustrator, EPS, or SVG)

If you do not have a logo and wish to sponsor, we will include your name typed on print media, shirt, etc.

FOR QUESTIONS, CONTACT:

Visual Designer: Paul Thi
Phone: 626-679-4389
Email: Paul@AztlanEvents.com
(preferred method)

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