



Inaugural Race | Christmas Eve, December 24 | 7:30AM

SPONSORSHIP OPPORTUNITIES

2016 SPONSORSHIP OPPORTUNITIES

RACE DAY:

Saturday, December 24, 2016

PROJECTED AUDIENCE:

500 Participants (95% Local Residents) + hundreds of spectators

BENEFITS:

Calvary Chapel Teen Mission Program

THE RACE:

Run Run Santa 1 Mile is projected to become one of the most unique annual races in Brevard County.

As a *Run Run Santa* sponsor, you'll receive recognition within a comprehensive marketing campaign that includes:

EMAIL BLASTS

Exposure and recognition on pre and post-event email blasts (Nov–Jan 2017) to over 1,000 individuals.

PIZZA BOX TOP ADVERTISING

Inclusion in pizza box top flyers on all take-out and delivery boxes distributed throughout the local community by Viera Pizza.

ONLINE/SOCIAL MEDIA

Exposure on the Run Run Santa 1 Mile website, and dedicated posts on associated Facebook and Instagram properties.

EVENT PRESS RELEASES

Select sponsors will be included in official pre-event press releases.

PRINT ADS

Inclusion in print advertising campaign with local running club newsletters and possibly newspapers.

EVENT EXPOSURE

Inclusion in signage at all Run Run Santa related events and emcee mentions throughout Race Day for all eligible sponsors (dependent on sponsorship level)

RACE PACKET PRODUCT INSERTION

All sponsors have the opportunity to distribute product samples and marketing items in the race packets each participant receives.

Raffle giveaways will also be accepted.

\$1,500 GOLD SPONSOR PACKAGE

This is the premium level of sponsorship designed to give a high level of exposure to your company.

- ★ Large logo/name on race banner and in-store advertisement on menu boards
- ★ Featured listing on race promo flyer on Viera Pizza boxes in Dec. 2016
- ★ Pizza box opportunity in January 2017
- ★ Race website listing with link and sponsor feature
- ★ Marketing/product samples in all race packets
- ★ 5 race entries (includes Santa suits)

\$750 SILVER SPONSOR PACKAGE

The second highest level of sponsorship is designed to give prominent levels of exposure to all participants.

- ★ Medium logo/name on race banner
- ★ Featured listing on race promo flyer on Viera Pizza boxes in Dec. 2016
- ★ Race website listing with link and sponsor feature
- ★ Marketing/product samples in all race packets
- ★ 3 race entries (includes Santa suits)

\$250 BRONZE SPONSOR PACKAGE

This level of sponsorship is designed to give high levels of exposure to all participants.

- ★ Small logo/name on race banner
- ★ Listing on race promo flyer on Viera Pizza boxes in Dec. 2016
- ★ Race website listing with link and sponsor feature
- ★ Marketing/product samples in all race packets
- ★ 1 race entry (includes Santa suit)

\$125 FRIEND OF SANTA

Ideal for smaller businesses interested in the added exposure and show of community support.

- ★ Name on race banner;
- ★ Race website listing with link and sponsor feature
- ★ Marketing/product samples in all race packets

2016 SPONSORSHIP DONATION FORM

COMPLETE THIS FORM

Company Name: _____

(As it will appear in advertising)

Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Website : _____

Sponsorship Level: (Check One)

_____ Gold (\$1,500+)

_____ Silver (\$750+)

_____ Bronze (\$250+)

_____ Friend of Santa (\$125+)

Amount of Donation \$ _____ To be paid by 12/01/16

Please make Sponsorship checks payable to: Viera Pizza

Authorized Sponsor Signature: _____



Please email your company logo to: runrunsanta1mile@gmail.com.

Logos *MUST* be received *ASAP* to guarantee inclusion in all race marketing material.

For complete participant race information we invite you to visit: www.runrunsanta.com.

Questions? Please call Mike Acosta at Viera Pizza (321) 636-7696 or Brittany Streufert, race director at (321) 412-1830. Viera Pizza reserves the right to change the bags/suits/promos as needed and will respect the trademarks/logos/imprints of its sponsors. Image approval will be offered to sponsors when requested.