

SPONSORSHIP OPPORTUNITIES 2017



Check out these exciting sponsorship opportunities to showcase your business!

What is the Burns Park Run?

- 39-year old race festival, featuring a competitive 5K run/walk, 10K, and ½ mile Fun Run held on the 1st Sunday of May in the Burns Park neighborhood
- Proceeds benefit the Burns Park Elementary PTO programs and the Ann Arbor Educational Foundation
- Promotes community outreach and youth health and fitness via the Run For Schools program (voluntary opt-in for K-12 students that donates a portion of their registration fee back to their school's PTO)

2016 Fun Facts:

- 1259 Participants
- Ages 1 to 82
- 98% Michigan residents; 92% Washtenaw County; 85% Ann Arbor
- **\$22,350** Raised for Burns Park PTO; **\$1,100** given to community charities

Sponsorship Level	*Purchased	\$2500	\$1000	\$500	\$250
	Title Sponsor	Fun Run Sponsor	Blue Ribbon	Champion	Neighbor
Race Title: 'Burns Park Run, sponsored by [Your Company Name], in affiliation with Ann Arbor Track Club'	✓				
Logo on 200 paper registration forms distributed in Ann Arbor running stores & gyms	✓				
Logo on 150 posters in Ann Arbor eateries, athletic venues and schools	✓				
Solid color logo on header of Race Bibs , appears in conjunction with 'Burns Park Run' and 2016 event logo	✓				
Logo on 20 Yard Signs placed throughout Burns Park/Ann Arbor Hills neighborhoods & large traffic hubs	✓				
Logo on 1400 race shirts available to every registered runner and volunteer, appears on back of shirt- size & placement based on sponsor level	✓	✓	✓	✓	
Logo on Fun Run Course: logo appears on signs/posts with multicolored flags marking the ½ mile Fun Run route		✓			
Logo on Silicone Bracelets: All Fun Run participants receive a silicone bracelet printed with your logo		✓			
Logo on a hand-held sign visible to every race participant on course			✓	✓	✓
Logo on Portable Toilets: poster display on exterior doors of all portable toilets; visited by 80-90% of race field and spectators on race day			✓		
Logo on Sponsor Banner displayed immediately behind emcee table/awards area; logo placement and size based on contribution level	✓	✓	✓	✓	✓
Logo on Start Banner placement and size based on contribution level	✓	✓	✓		
Logo on Podium visible during awards presentations	✓				

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	Title Sponsor	Fun Run Sponsor	Blue Ribbon	Champion	Neighbor
Website: logo appears on 'Sponsors' page and on header of all Burns Park Run website pages	✓				
Website: logo appears on 'Sponsors' page only		✓	✓	✓	✓
Water Stations: 2 on-course water stations – option to staff with company employees; wearing apparel displaying company logo or post signs on water stations	✓				
Speaking Presence: Address the race field and promote your business prior to the 5K start	✓				
Race Start: Begin 5K race with megaphone	✓				
Race Start: Begin Fun Run with confetti cannon		✓			
Promotional Material: 1 piece of advertising material available to registrants at packet pickup; 1 of only 3 advertising items available	✓	✓			
Burns Park Press: sponsor acknowledgment in June issue of monthly school-wide publication	✓	✓	✓	✓	✓
Free ad space in Burns Park Press for next school year- add size based upon sponsorship level	✓	✓	✓	✓	
Facebook: sponsor acknowledgment blast on Facebook prior to race weekend	✓	✓	✓	✓	
PTO Email: sponsor promotion in email blast sent to all Burns Park Elementary families by PTO president	✓	✓			
Race Day Advertising: Exclusive promotional commercial aired by emcee throughout race day	✓				
Race Day Announcements: sponsor acknowledgment announced by emcee throughout race day	✓	✓	✓	✓	✓
Table Display: Sponsor / donor tables at Burns Park Run finish area	✓	✓	✓	✓	✓
# of comped Race Entries to event	5	2	1	0	0