



Spring 2017

Re: White River Marathon for Kenya Sponsorship

To Whom This May Concern,

This year marks the 14<sup>th</sup> annual White River Marathon for Kenya. White River Marathon (WRM) attracts large groups of runners spanning from St. Louis to Oklahoma City, Springfield to Little Rock and everything in between. We would like you to consider being a sponsor for this, well known sell-out event.

We are a non-profit organization with 501c3 status; over the years we have donated tens of thousands of dollars to World Vision, who has helped us to adopt the village of Katito, Kenya, helping fund water wells and sanitation efforts. Last year we were able to donate \$12,000 to World Vision!

WRM a *world-class* USA Track & Field sanctioned event, which means we are a qualifying race for those pursuing a Boston Marathon entry. Each year hundreds of runners and their families converge to North Central Arkansas to participate. In 2016 our runners represented 29 states.

You are invited to support this event. There are many ways you can help our cause and gain the notoriety you deserve.

The attached materials provide facts about our event and a short form for you to complete and return.

Thank you for your considerations, we look forward to making you a part of our event. For more details email, call, or visit [www.whiterivermarathon.com](http://www.whiterivermarathon.com)

I look forward to speaking with you soon!

A handwritten signature in blue ink, appearing to read "Paul Gigliotti".

Paul Gigliotti  
Race Director



## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

### Shirt Sponsor \$3,000

#### Exclusive Sponsor of All Shirts

- Only Name/Logo on Runner Shirts
- Name/logo/link on WRM home page
- Banner hung at Expo, meals, pickup, finish line
- Table at Expo
- Top-tier placement of name/logo on site & materials
- Link from WRM Sponsor page

### Pasta Dinner Title Sponsorship \$500

#### Exclusive Pasta Dinner Title Sponsorship

- Top-tier placement of name/logo on site & materials

### Photo Opp Sponsorship \$500

#### Exclusive Sponsor - "Step & Repeat" Photo Backdrop

- Name/logo on red-carpet style banner
- Hundreds of shared photos for publicity

### Marathon or Half Marathon Sponsor \$1,000

#### Exclusive Race Sponsor

- Only Name/Logo on Race Bib
- Name/logo/link on WRM home page
- Banner hung at Expo, meals, pickup, finish line
- Table at Expo
- Top-tier placement of name/logo on site & materials

### 5K Sponsor \$500

#### Exclusive Race Sponsor

- Only Name/Logo on Race Bibs
- Name/logo/link on WRM home page
- Banner hung at Expo, meals, pickup, finish line
- Table at Expo
- Top-tier placement of name/logo on site & materials

## MARKETING & PUBLIC RELATIONS SPONSORSHIP OPPORTUNITIES

### Aid Station Sponsor \$100 & 4 Volunteers

#### Exclusive

- Course provides 4 aid stations. Marathon runners will pass each station 4 times on this out-and-back and back out-and-back course.
- WRM provides the water, supplies and table
- Vendor provides volunteers to run the aid station
- Vendor is welcome to bring banners, tent and other promotional materials
- T-shirts given for volunteers

### Community Sponsor \$250

- Name/Logo on WRM sponsorship page
- Banner hung at Expo, meals, pickup, finish line
- Table at Expo (space permitting)
- Placement of name/logo/link on site and materials

### Sponsor In-Kind

Your contribution of Goods or Services is greatly appreciated!

- Name/logo on site, volunteer shirts, banner

### Something new?

Space is limited, but WRM is always interested in something new! Can you provide goods or services to our runners? Please contact the Race Director at [rd@whiterivermarathon.com](mailto:rd@whiterivermarathon.com) and let us know how you may be interested in sponsoring WRM.

## THE AUDIENCE

- 📍 2016 WRM hosted **over 730 registrants** representing **29 states**
- 📍 WRM website averages **31,000 + views** per year.
- 📍 Utilized over **100 volunteers**
- 📍 Running swag and race-bibs don the homes of runners as trophy and decoration. Your name and logo could be a permanent fixture in someone's living room!
- 📍 Over **2,500 professional photographs** are presented to runners for purchase and permanent display in their homes
- 📍 Runners spend money! Dedication to sport requires equipment, travel, and race fees – Advertise to this captive audience!
- 📍 Our runners travel - runners trek in from **South West Missouri**, St. Louis, **North West Arkansas**, Little Rock, Memphis, and Oklahoma City.





## 2017 Sponsorship Form

My company/organization wishes to be a sponsor of the **White River Marathon for Kenya** event, scheduled for November 18, 2017. As part of this AGREEMENT, the **White River Marathon for Kenya**, agrees to provide the services outlined in the accompanying sponsorship level descriptions. My company/organization agrees to the terms of the SPONSORSHIP AGREEMENT.

Date: _____
Organization Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Proposed level of sponsorship:		Donation Amount
This agreement proposes that the above referenced organization will participate as a 2017 sponsor to the terms listed to the right. Final artwork regarding the organization's logo and placement on WRM garments and/or materials will ultimately be the discretion of the race organizers.	<input type="checkbox"/>	Shirt Sponsor \$3,000
	<input type="checkbox"/>	Marathon Race/Bib Sponsor \$1,000
	<input type="checkbox"/>	Half Marathon Race/Bib Sponsor \$1,000
	<input type="checkbox"/>	5K Race/Bib Sponsor \$500
	<input type="checkbox"/>	Pasta Dinner Sponsor \$500
	<input type="checkbox"/>	Aid Station Sponsor \$100
	<input type="checkbox"/>	Community Sponsor \$250
	<input type="checkbox"/>	Sponsor In Kind

Please email your company logo to [rd@whiterivermarathon.com](mailto:rd@whiterivermarathon.com) for use on all marathon promotional materials and website. Please make checks payable to, & mail (or email) completed form to:

White River Marathon for Kenya PO Box 2551 Mountain Home, AR 72654	<b>Questions?</b> Paul Gigliotti, Race Director <a href="mailto:rd@whiterivermarathon.com">rd@whiterivermarathon.com</a> (870) 404-8363
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### White River Marathon for Kenya – Sponsorship Agreement

Please accept this commitment to provide sponsorship to the 2017 White River Marathon for Kenya.

It is understood that upon signature of this agreement by signatory, the named sponsor, \_\_\_\_\_ will be immediately bound to provide the financial, goods, or services named above to the event.

The undersigned, respectfully submits this Agreement, to pay financial responsibilities by \_\_\_\_\_, 2017

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 2017 by \_\_\_\_\_

Signature

Printed Name