

# one M@TH#R of a run 2018

## Sponsorship Guide

Event Date: Saturday, May 12, 2018

Lodi High School

1100 Sauk St, Lodi WI 53555

### 2017 Participant Statistics

In 2017, we attracted over 375 participants in this multi-distance event.

The 5k run/walk was our most popular event, with 180+ participants, followed by the \$5.00 Kids Run, with over **100 area kids running!**

In addition, we had 57 runners participate in the Half-Marathon and 48 in the 10k distance.

In 2017, we had participants ranging in age from 2 years old to 72 years old, with over 175 participants in the age range of 25 to 60.

Dear Sponsor,

Thank you for your interest in supporting the **Lodi Optimist's one M@TH#R of a run 2018 (OMR)**.

OMR is an annual, multi-distance event, supporting the youth of the Lodi WI Community. The **one M@TH#R of a run** includes a Half-Marathon, 10k, 5k run, 5k walk, and a ¾ mile Kids Run. The Half, 10k and 5k courses will get a mini-facelift this year- our killer first hill be under construction due to the new school being built. A great reason to make some changes for this year, but don't worry, we're still running in Lodi, so it will be just as grueling, hilly and challenging! The Kids Fun Run features local mascot "Susie the Duck" and brings smiles and laughs to all.

As our title sponsor, the Optimist Club of Lodi provides support to this event through funding, accounting services and insurance. Proceeds from registration and sponsorship stay here in our Lodi community- used by the Optimist Club of Lodi to continue their work in "Bringing Out the Best in Kids" through activities such as baseball, wrestling, punt, pass and kick, cheerleading, golf and numerous other programs.

The 2018 Lodi OMR will be held on Saturday, May 12, 2018, with an anticipated total of 1000+ people including participants, volunteers and spectators.

The **one M@TH#R of a run** is organized by the Activate Lodi Committee.

Thank you for consideration and support,

Sara Beld

Lodi OMR Race Director



Sara Beld, Race Director [onemotherofarun@gmail.com](mailto:onemotherofarun@gmail.com)

Diana Karls – Lodi CREW/Activate Lodi Committee chairperson 608-592-1077

Like us on Facebook at "Activate Lodi"

[www.onemotherofarun.com](http://www.onemotherofarun.com)

**one M@TH#R of a run 2018**  
**Saturday, May 12, 2018**

**Sponsorship Form**  
**Event Location: Lodi High School**  
**1100 Sauk St, Lodi WI 53555**

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Organization Website Page/Link: \_\_\_\_\_

Organization Facebook Page: \_\_\_\_\_

Please select your **SPONSORSHIP LEVEL** below

	On Course Cheer Station	Social Media	Logo on T-shirt	Name on T-shirt	Banner on Event Grounds
____ Prime \$300+	*	*	*	*	*
____ Supporting \$200+		*		*	*
____ Contributing \$100+		*			*

**Make checks payable to “Optimist Club of Lodi” and return this sponsor form to:  
 OMR, c/o Optimist Club of Lodi PO Box 214, Lodi WI 53555**

**Submission Deadlines: March 15, 2018**

Please send all sponsor data for promotion and any questions to [onemotherofarun@gmail.com](mailto:onemotherofarun@gmail.com) please provide the following:

- 1) Promotional narrative for inclusion in promotional materials in Word format .doc file
- 2) Logos and/or Photos in .jpg file format 300 dpi hi resolution for print or web use

**TITLE SPONSOR: The Optimist Club of Lodi**

As the title sponsor, the Optimist Club of Lodi is providing support through funding, accounting and insurance. Proceeds from registration & sponsorship are used to support the greater Lodi community and youth activities through the Optimist Club of Lodi.

**ORGANIZING COMMITTEE: The One Mother of a Run is organized by Activate Lodi Committee.**

Sara Beld – Race Director [onemotherofarun@gmail.com](mailto:onemotherofarun@gmail.com)

Diana Karls – Lodi CREW / Activate Lodi Committee Chairperson 608-592-1077

Follow the race on Facebook at “Activate Lodi” and visit our run website at [www.onemotherofarun.com](http://www.onemotherofarun.com)

Activate Lodi is not responsible for confusing or incorrect information. Sponsor information will be posted in promotional material as submitted by sponsor except for minor format changes needed to fit the various media in which the material is included. It is the sponsors’ responsibility to provide all materials in final copy ready for inclusion in electronic and printed materials.

Total Sponsorship Paid: \_\_\_\_\_ Check #: \_\_\_\_\_ Amount of Check: \_\_\_\_\_

# one M@TH#R of a run 2018

Saturday, May 12, 2018

In-Kind Sponsorship Form (2 pages)

Event Location: Lodi High School  
1100 Sauk St, Lodi WI 53555

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Organization Website Page/Link: \_\_\_\_\_

Organization Facebook Page: \_\_\_\_\_

## "In-Kind Sponsorship"

"In-Kind" Sponsorship will be accepted for sponsors seeking to provide a free service and/or items for race participants in return for promotional visibility. Such sponsorship may include items such as water bottles, post-race massage service, nourishment on the route or post-race refreshments, etc. Note – coupons for free or discounted services are not eligible for "In-Kind" sponsorship.

**Sponsorship level will be reviewed and approved by the Activate Lodi Committee.**

"In-Kind" Sponsors will receive the same level of benefit as monetary sponsor based on "actual cost" value of sponsorship approved by the Activate Lodi Committee.

Identify your "In Kind" Sponsorship Offering and actual monetary value to the event and/or participants on the back side of this form.

**Return completed sponsor form to: OMR, c/o Optimist Club of Lodi PO Box 214, Lodi WI 53555**

Please direct all "In-Kind" sponsor data for promotion and any questions to [onemotherofarun@gmail.com](mailto:onemotherofarun@gmail.com) Please provide the following:

- 1) Promotional narrative for inclusion in promotional materials in Word format .doc file
- 2) Logos and/or Photos in .jpg file format 300 dpi hi resolution for print or web use

## **TITLE SPONSOR: The Optimist Club of Lodi**

As the title sponsor, the Optimist Club of Lodi is providing support through funding, accounting and insurance. Proceeds from registration & sponsorship are used to support the greater Lodi community and youth activities through the Optimist Club of Lodi.

## **ORGANIZING COMMITTEE: The One Mother of a Run is organized by Activate Lodi Committee.**

Sara Beld – Race Director [onemotherofarun@gmail.com](mailto:onemotherofarun@gmail.com)

Diana Karls – Lodi CREW / Activate Lodi Committee Chairperson 608-592-1077

Follow the race on Facebook at "Activate Lodi" and visit our run website at [www.onemotherofarun.com](http://www.onemotherofarun.com)

Activate Lodi is not responsible for confusing or incorrect information. Sponsor information will be posted in promotional material as submitted by sponsor except for minor format changes needed to fit the various media in which the material is included. It is the sponsors' responsibility to provide all materials in final copy ready for inclusion in electronic and printed materials.

Organization Name: \_\_\_\_\_

**“In-Kind” Sponsorship Details:**

Identify and describe the free services and/or items you are offering for race participants as your “In Kind” sponsorship?

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What is the per participant and/or total actual cost value of the service and/or items offered for race participants? \$ \_\_\_\_\_

\_\_\_\_\_  
Name of Organization Representative

\_\_\_\_\_  
Signature of Organization Representative

\_\_\_\_\_  
Date Submitted

Total “In Kind” Sponsorship level Approved by Activate Lodi Committee: \$ \_\_\_\_\_

\_\_\_\_\_  
Signature of Activate Lodi

Date “In Kind” Sponsor notified of approval decision and appropriate Sponsorship level: \_\_\_\_\_

**SPONSORSHIP LEVELS**

“In-Kind” Sponsors will receive the same level of benefit as monetary sponsor based on “actual cost” value of sponsorship approved by the Activate Lodi Committee.

	Hill Naming w/ Logo on Course Signage	On Course Cheer Station	Social Media	Logo on T-shirt	Name on T-shirt	Banner on Event Grounds
____ Prime \$300+		*	*	*	*	*
____ Supporting \$200+			*		*	*
____ Contributing \$100+			*			*

**Submission Deadlines:            March 15, 2018**

# Sponsorship Information

This Event is possible through the generous support of our Sponsors. All sponsors are welcome to be present on the event grounds on race day. Sponsors shall provide all needed tables, demonstration and/or promotional equipment, banners, etc.

Prior approval by Activate Lodi committee is required for all sponsors displays. Activate Lodi will provide space as available, allocated on a first come, first served basis.

## Promotional Information

### Submission Deadlines:

March 15, 2018

Checks Payable to: Optimist Club of Lodi

Mailed to: PO Box 214, Lodi WI 53555

**For maximum impact, please provide the following via email to**

[onemotherofarun@gmail.com](mailto:onemotherofarun@gmail.com)

- 1) Promotional narrative for inclusion in promotional materials in Word format
- 2) Logos and/or Photos in .jpg file format 300 dpi hi resolution for print or web use
- 3) WEB page, Facebook page link, or other information for linking from our event website
- 4) Submit information specific to promotional banners, activities, etc. to be posted on the event grounds or at mile markers

Electronic media includes event website and social media; sponsor must provide all electronic materials for posts.

By providing this information and materials, the sponsor is providing consent for the use of these materials by Activate Lodi for promotion of this event.

Activate Lodi is not responsible for incorrect or confusing information. Sponsor information will be posted in promotional material as submitted by the sponsor except for minor format changes needed to fit the various media in which the material is included. It is the sponsors' responsibility to provide all materials in final copy, ready for inclusion in electronic and printed materials.

## Sponsorship

Sponsorship of our event can be made through the means of Monetary or In-Kind Sponsorship.

### Monetary Sponsorship Levels

#### **Prime Sponsor \$300+**

Prime sponsors will receive mention on social media, their logo on the event t-shirt and the ability to post a banner at the Start/Finish line, on course banners, along with the opportunity to on course cheering/motivation/music.

#### **Supporting Sponsor \$200+**

Supporting sponsors will receive mention on social media, their name on the event T-shirt, and will be allowed to post promotional banner on grounds during event.

#### **Contributing Sponsor \$100+**

Supporting sponsors will receive mention on social media and will be allowed to post promotional banner on grounds during event.

### Sponsorship "In-Kind"

Sponsorship "In-Kind" will be accepted for sponsors seeking to provide a free service and/or items for the events or to race participants in return for promotional visibility. Such sponsorship may include items such as water bottles, post-race massage service, nourishment on the route or post-race refreshments, etc.

**Sponsorship level will be reviewed and approved by the Activate Lodi Committee.** "In Kind" Sponsors will receive the same level of benefit as monetary sponsor based on "actual cost" value of sponsorship approved by the Activate Lodi Committee.

**Monetary and "In Kind" sponsors will have the opportunity to purchase event t-shirts for their organization at cost.**

### Submission Deadlines:

March 15, 2018