



## Event Sponsorship Opportunities 2015

**What:** A choose your own charity 15K run, 5K run and 4K walk.

**Race Date:** Sunday, September 13, 2015

**Place:** Seattle's Seward Park

**Expected attendance:** 800-1000

**Produced by:** Run for Good Racing Company

**Website:** [www.goodkarma5k.com](http://www.goodkarma5k.com)

**Contact Info:** 206-330-5967 or [info@runforgoodracingcompany.com](mailto:info@runforgoodracingcompany.com)

Dear Business Owner,

We all know why a business like yours would benefit from sponsoring a popular community race like Good Karma. There is the obvious exposure to a healthy, active community with people who have disposable income. And the benefit of being associated with 7 great causes and helping bring this great event to reality. But, we know what you need to see; A return on investment; Some flexibility in pricing and fulfillment of your needs.

That is why we have created a unique sponsorship opportunity for the fifth annual Good Karma Run. Below is a list of promotional offerings, along with a price. You can pick and choose what you would like your sponsorship package to be. That way you get exactly what you want, nothing more and nothing less, at the budget you set.

For each item you choose (three item minimum) your company will receive two complimentary race entries. For example, purchase three items and receive two entries, purchase four items and receive four entries, and so on.

A few of these items can only be offered to one company. These items are marked below in orange. These will be fulfilled on a first-come-first-served basis.

### **Sponsorship Shopping List:**

- [ ] Logo on race swag (t-shirt or other item) \$400
- [ ] Website logo and link \$250
- [ ] Logo on all paper registration forms, downloadable online and in 5 running stores \$100
- [ ] E Newsletter link, logo and paragraph (over 7000 email addresses) \$150 (how many? \_\_\_)
- [ ] Facebook mention and link \$30 (how many? \_\_\_)
- [ ] Your logo on all race day bibs (800-1000 distributed) \$200
- [ ] Race day booth (10x10 space, tent not provided) \$250
- [ ] Mile marker logo placement (12 available) \$50 each
- [ ] Pre-race day packet pickup location host \$400 (we provide all the equipment, you provide the space)
- [ ] Pre-race warm-up \$150 plus a qualified representative to lead exercises and stretches
- [ ] Porto-pottie sponsorship – your logo on the 6-8 bathrooms! \$200
- [ ] Gear check sponsorship signage \$150
- [ ] Finish line banner (banner provided by company) \$200
- [ ] Cash sponsorship to top overall male and female winners (includes Facebook and Newsletter mentions)
  - \$200 first place (2 available)
  - \$100 second place (2 available)
  - \$50 third place (2 available)
- [ ] Extra booster donation to the nonprofit that has the most number of participants \$300-500
- [ ] Enlightened package – all of above plus 14 free race entries \$3500
- [ ] Zen package – 9 of above items plus 10 free race entries \$2,500
- [ ] Do-gooder package – 5 of above items plus 8 free race entries \$1,500

The fine print: It is our expectation that the 2015 Good Karma event will have 800-1000 race participants as well as a number of spectators, although this is not guaranteed. Please plan adequately in your preparation to meet the needs of this volume of people. For inclusion on t-shirts, artwork must be received by RFG no later than August 1, 2015. There will be an E Newsletter sent on the 18<sup>th</sup> of each month prior to the race; deadline for copy is the 15<sup>th</sup> of the month you choose. The finish line and start line areas are two separate areas of the park; day of race booths must decide between the two locations and provide their own tent and tables. Event booths must be show-ready to begin interacting with participants and attendees by the time registration opens at 7:30 am and must be cleared by 1:00pm. There will be on-site parking available and sponsors will be able to load in and out near the event Finish and Registration area. Payment is due at the time of contract signing.

Have other ideas that are not on the list? We are happy to discuss them with you.

Please fill out the application below and check above which items you are interested in.

Thanks for supporting this great event!

Run for Good Racing Company  
204 7<sup>th</sup> Ave N  
Edmonds, WA 98020  
206-330-5967  
info@runforgoodracingcompany.com



GOOD KARMA SPONSORSHIP APPLICATION

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

501(c)(3) NUMBER(if applicable): \_\_\_\_\_

BUSINESS TYPE: ( ) Information/Business ( ) Non-Profit ( ) Other

In-Kind Donation or Service (please describe) \_\_\_\_\_

( ) Interested in helping recruit volunteers for the race, please provide me with more information.

( ) Interested in hosting a run/walk team, please provide me with more information.

AGREEMENT

Upon registration acceptance to the 2015 Good Karma 5K held in Seattle's Seward Park, I/we hereby waive, release, and discharge any and all claims for damages for personal injury, death or property damage which I/we may have or which hereafter may occur to me, as a result of participating in this activity. This release is intended to discharge in advance the Run for Good Racing Company, its officers, employees, and agents from any and all liability arising out of or connected in any way with my/our participation in said activity, even though that liability may arise out of negligence or carelessness on the part of Run for Good Racing Company, its officers, volunteers, and agents. It is further agreed that this waiver, release, and assumption of risk is to be binding on my/our heirs. I/we agree to indemnify and hold Run for Good Racing Company its officers, employees, and agents and the City of Seattle, free and harmless from any loss, liability, damage, cost or expense which they may incur as the result of my/our death, injury, or property damage that I/we may sustain while participating in said activity.

\_\_\_\_\_  
Participant/Contact Signature

\_\_\_\_\_  
Date

Please send this form with payment made payable to:

Run for Good Racing Company  
204 7<sup>th</sup> Ave N  
Edmonds, WA 98020

Once application is received, you will receive confirmation and further instructions from our race director.

Thank you for your support of this event!