

Fishtown 5K | Celebrating 10 Years!
Saturday, July 21 ~ 9am



Sponsorship Opportunities






























































Our 5K race sponsorships offer your business, family or organization a great promotional opportunity while also helping preserve Fishtown.

Contact the Fishtown Preservation for additional information:
Summer Meyer ~ smeyer@fishtownmi.org | 231-256-8878

10th Annual ~ 2018 Friends of Fishtown 5K

Sponsorship Overview

Your support helps assure public access to Fishtown (24/7 – 365 days a year) and to maintain its historical integrity, working waterfront, artifacts and stories through preservation, education and stewardship. As a Fishtown 5K sponsor, you have the opportunity to market your name/business to locals and visitors.

Sponsorship Benefits	Presenting \$1500	Award \$1000	Refresh \$1000	Whitefish \$500	Chub \$250
▶ Leelanau Visitors Guide ad					
▶ Finish Line banner					
▶ Award banner					
▶ Refresh Tent banner					
▶ Race route maps					
▶ Recognition in press release					
▶ Logo on web registration					
▶ Race bibs, t-shirts & posters					
▶ Facebook and Instagram					
▶ Verbal recognition at event					
▶ Banner in 4th of July parade					
▶ Event banner in Fishtown					
▶ Name link on web registration					
▶ Link on Fishtown website					
▶ Fishtown e-newsletter					
▶ Fishtown printed newsletter					
▶ Complimentary registrations					

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Presenting Sponsorship

\$1500

(one opportunity available)

Presenting Sponsor Benefits

EXCLUSIVE

- **Sponsor name on Fishtown 5K ad in Leelanau Visitors Guide (25,000 distributed in MI)**
- **Sponsor logo on two-sided finish line banner**

TOP THREE SPONSORS

- Sponsor logo on race route map
- Sponsor name listed in press release
- Sponsor logo and name link on race web registration
- 4 complimentary race registrations and T-shirts (\$120 value)

ADDITIONAL

- Sponsor logo on 100 event posters
- Sponsor logo on 600+ race bibs and T-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on banner carried in Fishtown Preservation's 4th of July parade entry
- Sponsor logo on banner featured in Fishtown from July 1 – through race day – July 21
- Sponsor logo link on Fishtown Preservation website
- Sponsor logo link in Fishtown Preservation eNewsletter
- Sponsorship listed in FPS printed newsletter (distributed to thousands of Fishtown friends)

Contact us if you have alternative and/or creative promotional suggestions to benefit you or your organization.



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Award Sponsorship

\$1000

(one opportunity available)

Award Sponsor Benefits

EXCLUSIVE

- Sponsor logo on award ceremony banner

TOP THREE SPONSORS

- Sponsor logo on race route map
- Sponsor name listed in press release
- Sponsor logo and name link on race web registration
- 3 complimentary race registrations and T-shirts (\$90 value)

ADDITIONAL

- Sponsor logo on 100 event posters
- Sponsor logo on 600+ race bibs and T-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on banner carried in Fishtown Preservation's 4th of July parade entry
- Sponsor logo on banner featured in Fishtown from July 1 – through race day – July 21
- Sponsor logo link on Fishtown Preservation website
- Sponsor logo link in Fishtown Preservation eNewsletter
- Sponsorship listed in FPS printed newsletter (distributed to thousands of Fishtown friends)

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Refresh Tent Sponsorship

\$1000

(one opportunity available)

Refresh Sponsor Benefits

EXCLUSIVE

- **Sponsor logo on packet pick-up and post-race refreshment tent banner (day of)**

TOP THREE SPONSORS

- Sponsor logo on race route map
- Sponsor name listed in press release
- Sponsor logo and name link on race web registration
- 3 complimentary race registrations and T-shirts (\$90 value)

ADDITIONAL

- Sponsor logo on 100 event posters
- Sponsor logo on 600+ race bibs and T-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on banner carried in Fishtown Preservation's 4th of July parade entry
- Sponsor logo on banner featured in Fishtown from July 1 – through race day – July 21
- Sponsor logo link on Fishtown Preservation website
- Sponsor logo link in Fishtown Preservation eNewsletter
- Sponsorship listed in FPS printed newsletter (distributed to thousands of Fishtown friends)

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Fish Sponsorships

Whitefish Sponsor | \$500

BENEFITS

- Sponsor logo on 100 event posters
- Sponsor logo on 600+ race bibs and T-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on banner carried in Fishtown Preservation's 4th of July parade entry
- Sponsor logo on banner featured in Fishtown from July 1 – through race day – July 21
- Sponsor name link on web race registration
- Sponsor logo link on Fishtown Preservation website
- Sponsor logo link in Fishtown Preservation eNewsletter
- Sponsorship listed in FPS printed newsletter (distributed to thousands of Fishtown friends)
- 2 complimentary race registrations and T-shirts (\$60 value)

Chub Sponsor | \$250

BENEFITS

- Verbal recognition at event
- Sponsor logo on banner carried in Fishtown Preservation 4th of July parade entry
- Sponsor logo on banner featured in Fishtown from July 1 – through race day – July 21
- Sponsor name link on web race registration
- Sponsor name link on Fishtown Preservation website
- Sponsor name link in Fishtown Preservation eNewsletter
- Sponsorship listed in FPS printed newsletter (distributed to thousands of Fishtown friends)
- 1 complimentary race registration and T-shirt (\$30 value)

Thank you for becoming a Fishtown 5K race sponsor
and helping to continue a much loved Fishtown tradition.

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Sponsorship Contract

Thank you for helping to preserve Fishtown by supporting the Fishtown 5K!
Complete the following information exactly how you want it to appear online and in print.

Sponsor Name _____ Date _____

Address _____

Email _____

Phone _____ Website _____

Social Media Accounts _____

Contact Name _____ Position _____

Contact Phone _____ Contact Email _____

Exclusive Sponsorships *(one sponsor per category)*

_____ Presenting Sponsorship – \$1500*

_____ Award Sponsorship – \$1000*

_____ Refresh Sponsorship – \$1000*

General Sponsorships *(unlimited)*

_____ Whitefish Sponsorship – \$500*

_____ Chub Sponsorship – \$250

\$_____ Support Fishtown with a donation!

**Email your high resolution or vector logo to smeyer@fishtownmi.org*

PAYMENT

Please make checks payable to **Fishtown Preservation** and mail to PO Box 721, Leland, MI 49654 or fill in credit card info:

Name (on card) _____ Card Number _____

Expiration Date _____ Zip Code _____ Security Code _____

The benefits listed in the Friends of Fishtown 5K category that I have selected are the only benefits I am entitled to receive in return for my sponsorship, and the race registrations to which I am entitled cannot be exchanged for product. I am not entitled to receive any benefits until FPS has received 100 percent of my sponsorship amount. The Fishtown Preservation Society reserves all rights to design, conduct, produce and manage all events, and my sponsorship grants no rights in these areas. By signing below, I acknowledge and accept the terms and conditions of this contract.

Sponsor Signature _____ Date _____