

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 Summer Meyer at Fishtown Preservation for more information: [smeyer@fishtownmi.org](mailto:smeyer@fishtownmi.org) | 231-256-8878

# 10th Annual ~ 2018 Friends of Fishtown 5K

## Sponsorship Overview

The annual Fishtown 5K course winds through Leland’s neighborhoods and along the Leland River, starting and finishing in the heart of Fishtown. Gradual climbs and descents make this an ideal race for the serious runner or the whole family. Your 5K sponsorship helps ensure that Historical Fishtown remains publicly accessible and a vital link to Great Lakes maritime tradition and priceless family memories – now and forever.

Sponsorship Benefits	Presenting \$1500	Start 2 Finish \$1500	Award \$1000	Refresh \$1000	Tug \$1000	Whitefish \$500	Chub \$250
▶ Leelanau Visitors Guide ad							
▶ Finish Line banner							
▶ Reusable event water bottle							
▶ Award banner							
▶ Refresh Tent banner							
▶ Tug informational banner							
▶ Race route maps							
▶ Recognition in press release							
▶ Web registration logo link							
▶ Race bibs, t-shirts & posters							
▶ Facebook and Instagram							
▶ Verbal recognition at event							
▶ Banner in 4th of July parade							
▶ Event banner in Fishtown							
▶ Web registration name link							
▶ 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 FIVE 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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## Start 2 Finish Sponsorship

\$1500

(one opportunity available)

### Start 2 Finish Sponsor Benefits

#### EXCLUSIVE

- **Sponsor logo on reusable event water bottles (given to over 600 5K participants)**

#### TOP FIVE 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
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## Award Sponsorship

\$1000

(one opportunity available)

### Award Sponsor Benefits

#### EXCLUSIVE

- Sponsor logo on award ceremony banner

#### TOP FIVE 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 FIVE 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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## Tug Sponsorship

\$1000

(one opportunity available)

### Tug Sponsor Benefits

#### EXCLUSIVE

- **Sponsor logo on tug informational banner (day of)**

#### TOP FIVE 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)





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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\*

\_\_\_\_\_ Start 2 Finish Sponsorship – \$1500\*

\_\_\_\_\_ Award Sponsorship – \$1000\*

\_\_\_\_\_ Refresh Sponsorship – \$1000\*

\_\_\_\_\_ Tug Sponsorship – \$1000\*

### General Sponsorships

*(unlimited)*

\_\_\_\_\_ Whitefish Sponsorship – \$500\*

\_\_\_\_\_ Chub Sponsorship – \$250

\_\_\_\_\_ Support Fishtown with a donation!

\$ \_\_\_\_\_

*\*Email high res or vector logo to – [smeyer@fishtownmi.org](mailto: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 \_\_\_\_\_