

# 12th Annual Friends of Fishtown 5K

Saturday, July 18 ~ 9:00am



## SEICHE HAPPENS

*Seiche /sā(t)SH/: a temporary disturbance or oscillation in the water level of a lake or partially enclosed body of water.*



### Sponsorship Opportunities

Fishtown 5K sponsorships offer businesses/organizations and families a great promotional opportunity — that also helps preserve Fishtown.

For more information please contact: [smeyer@fishtownmi.org](mailto:smeyer@fishtownmi.org)

# 12th Annual ~ 2020 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 \$2000	Start 2 Finish \$1500	Refresh \$1500	Award \$1000	Theme \$1000	Whitefish \$500	Chub \$250
▶ Leelanau Visitors Guide ad							
▶ T-shirt sleeve or tote							
▶ Packet pick-up sign							
▶ Finish Line banner or koozie							
▶ Water bottle or sticker							
▶ Award photo banner							
▶ Costume contest banner							
▶ Race route maps							
▶ Recognition in press release							
▶ Web registration logo link							
▶ Race bibs, t-shirts & posters							
▶ Facebook and Instagram							
▶ Verbal recognition at event							
▶ Welcome Center sign							
▶ Event banner in Fishtown							
▶ Web registration name link							
▶ Link on Fishtown website							
▶ Fishtown e-newsletter							
▶ Fishtown printed newsletter							
▶ Complimentary registrations							

All sponsorship opportunities are available on a first-come, first-serve basis. Sponsorship details are listed on pages 2-8.

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## Presenting Sponsorship

\$2000 – Two opportunities available:

- 1) Sponsor logo on t-shirt sleeve    2) Sponsor logo on event tote**

### Presenting Sponsorship Benefits

#### EXCLUSIVE

- Sponsor logo printed on **1) t-shirt sleeve –or– 2) event tote** (each option given to 750+ 5K participants)
- Sponsor logo on sign at race check-in/packet pick-up
- Sponsor name on Fishtown 5K ad in Leelanau Visitors Guide (25K printed—if commitment by April 1)

#### TOP FIVE SPONSORS

- Sponsor logo on race route map and mailer
- 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 event posters
- Sponsor logo on 750+ race bibs and t-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on 5K informational sign inside the Fishtown Welcome Center
- Sponsor logo on banner featured in Fishtown from July 1 through race day
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter



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## Start-2-Finish Sponsorship

\$1500 – Two opportunities available:

- 1) Sponsor logo on banner over finish line    2) Sponsor logo on koozie

### Start-2-Finish Sponsorship Benefits

#### EXCLUSIVE

- Sponsor logo printed on **1)** large banner hung over finish line –or– **2)** koozie (given to 750+ 5K participants)

#### TOP FIVE SPONSORS

- Sponsor logo on race route map and mailer
- 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 event posters
- Sponsor logo on 750+ race bibs and t-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on 5K informational sign inside the Fishtown Welcome Center
- Sponsor logo on banner featured in Fishtown from July 1 through race day
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter



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## Refresh Sponsorship

\$1500 – Two opportunities available:

- 1) Sponsor logo on reusable water bottle    2) Sponsor name on 5K vinyl sticker**

### Refresh Sponsorship Benefits

#### EXCLUSIVE

- Sponsor logo on **1)** reusable event water bottle –*or–* **2)** Sponsor name below 5K logo on vinyl sticker  
(each option given to 750+ 5K participants)

#### TOP FIVE SPONSORS

- Sponsor logo on race route map and mailer
- 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 event posters
- Sponsor logo on 750+ race bibs and t-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on 5K informational sign inside the Fishtown Welcome Center
- Sponsor logo on banner featured in Fishtown from July 1 through race day
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter



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## Award Sponsorship

\$1000 – One opportunity available:

### Award Sponsor Benefits

#### EXCLUSIVE

- Sponsor logo on banner — hung on race day at the Award Presentation location in Fishtown

#### TOP FIVE SPONSORS

- Sponsor logo on race route map and mailer
- 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 event posters
- Sponsor logo on 750+ race bibs and t-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on 5K informational sign inside the Fishtown Welcome Center
- Sponsor logo on banner featured in Fishtown from July 1 through race day
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter



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## Theme Sponsorship

\$1000 – One opportunity available:

### The 2020 Fishtown 5K theme is “Water, water everywhere!”

*Each year a theme is chosen for the Costume Contest. Judging takes place prior to the race start at the Costume Contest check in location in Fishtown. The three best costumes, and the first three costumes to cross the finish line, win awards. We encourage participants to be creative and have fun!*

### Theme Sponsor Benefits

#### EXCLUSIVE

- Sponsor logo on banner — hung on race day at the Costume Contest check in location in Fishtown

#### TOP FIVE SPONSORS

- Sponsor logo on race route map and mailer
- 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 event posters
- Sponsor logo on 750+ race bibs and t-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on 5K informational sign inside the Fishtown Welcome Center
- Sponsor logo on banner featured in Fishtown from July 1 through race day
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter



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## Whitefish Sponsorship

\$500 – Unlimited

### BENEFITS

- Sponsor logo on event posters
- Sponsor logo on 750+ race bibs and t-shirts (included in participant registration)
- Sponsor link on Facebook and Instagram promotions
- Verbal recognition at event
- Sponsor logo on 5K informational sign inside the Fishtown Welcome Center
- Sponsor logo on banner featured in Fishtown from July 1 through race day
- Sponsor name link on web race registration
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter
- 2 complimentary race registrations and T-shirts (\$60 value)

## Chub Sponsorship

\$250 – Unlimited

### 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
- Sponsor name link on web race registration
- Sponsor logo link on the FPS website
- Sponsor logo link in the FPS eNewsletters
- Sponsorship listed in the FPS printed newsletter
- 1 complimentary race registration and t-shirt (\$30 value)

## Custom Sponsorship

Contact us if you have an alternative 5K sponsorship idea or suggestion that will better benefit you or your organization!



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## Sponsorship Contract

**THANK YOU** for helping preserve Fishtown with your sponsorship!

*Complete the following information as you want it to appear online and in print.*

Sponsor Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Social Media Accounts \_\_\_\_\_

Contact Name \_\_\_\_\_ Position \_\_\_\_\_

### Exclusive Sponsorships

\_\_\_\_\_ **Presenting Sponsorship / \$2000\***

T-shirt sleeve -or-  Tote bag

\_\_\_\_\_ **Start-2-Finish Sponsorship / \$1500\***

Finish line banner -or-  Koozie

\_\_\_\_\_ **Refresh Sponsorship / \$1500\***

Water bottle -or-  Name on sticker

\_\_\_\_\_ **Award Sponsorship / \$1000\***

\_\_\_\_\_ **Theme Sponsorship / \$1000\***

### General Sponsorships

\_\_\_\_\_ **Whitefish Sponsorship / \$500\***

\_\_\_\_\_ **Chub Sponsorship / \$250**

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

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

*\*Email your high resolution/vector business logo to:  
[smeyer@fishtownmi.org](mailto:smeyer@fishtownmi.org)*

### FISHTOWN 5K | PAYMENT / AGREEMENT

Sponsorship benefits begin when this signed contract and full payment are received by Fishtown Preservation.

Presenting Sponsorship contract/payment must be received by April 1 to be listed in the Leelanau Visitors Guide

Fishtown 5K ad. All sponsorship contracts/payments must be received by May 31 to be included on the 5K poster.

Mail Check: Payable to Fishtown Preservation – PO Box 721, Leland, Michigan 49654

Credit Card: Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Zip Code \_\_\_\_\_ Security Code \_\_\_\_\_

The sponsorship that I've selected is on a first-come, first-served basis. My sponsorship benefits are the only benefits I am entitled to. The Fishtown 5K race registrations to which I am entitled cannot be exchanged for merchandise. I agree to pay my selected sponsorship amount in full. Fishtown Preservation reserves all rights to design, conduct, produce and manage the Fishtown 5K, 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 \_\_\_\_\_