

A VIRTUAL RACE TO SUPPORT FISHTOWN

JULY 18 - 31, 2020

12TH ANNUAL



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

Friends of 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

Sponsorship Opportunities

Our 12th annual race for Fishtown will be a virtual event, allowing participants to practice social distancing while safely uniting in support of preserving historic Fishtown—the place, the stories and the Leland fishing tradition.

While we won't be able to gather together, we will be able to expand our reach to Fishtown lovers, far and wide! A Virtual Race allows participants to walk or run the race on their own time and in a place they choose. We will still be providing participant packets with t-shirts, running bibs and more, and we will be asking participants to engage with us through photos and social media. We anticipate 750+ participants, engaging new and returning participants to celebrate Fishtown in a safe and convenient way.

Fishtown Virtual 5K sponsorships offer businesses, organizations and families a great promotional opportunity while also helping to ensure this special place remains publicly accessible and a vital link to Great Lakes maritime culture and traditions—now and forever.

| Sponsorship Benefits | Presenting (2) \$2000 | Buoy (3) \$1000 | Whitefish \$500 | Chub \$250 |
|--|---|---|--|---|
| ► Promotional Sandwich Board in Fishtown |  | | | |
| ► Race Logo Sticker |  | | | |
| ► Participant Packet |  |  | | |
| ► Press Releases |  |  | | |
| ► Race Bib |  |  |  | |
| ► Facebook/Instagram |  |  |  | |
| ► T-shirt Back |  |  |  | |
| ► Web Registration Logo Link |  |  |  | |
| ► Web Registration Name Link |  |  |  |  |
| ► Promotional Posters |  |  |  |  |
| ► Link on Fishtown Website |  |  |  |  |
| ► Event Banner in Fishtown |  |  |  |  |
| ► Fishtown E-newsletter |  |  |  |  |
| ► Complimentary Registrations |  |  |  |  |



Sponsors name, logo and/or website link will be included on the designated event items above. Presenting and Buoy sponsorship opportunities are available on a first-come, first-serve basis.

Friends of Fishtown 5K 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 _____

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

Exclusive Sponsorships

_____ Presenting Sponsorship / \$2000

_____ Buoy Sponsorship / \$1000

General Sponsorships

_____ Whitefish Sponsorship / \$500

_____ Chub Sponsorship / \$250

_____ Support Fishtown with a donation!

\$ _____

FISHTOWN 5K | PAYMENT / AGREEMENT

Sponsorship benefits begin when this signed contract and full payment are received by Fishtown Preservation. All sponsorship contracts/payments must be received by May 31 to be included on the 5K poster and before being included in any social media or other promotions.

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 _____

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 _____