



*Brought to you by: United Way of Pueblo County, Snap Fitness 24/7, Pueblo West Chamber of Commerce & Pueblo West Metro District
All proceeds benefit United Way of Pueblo County funded programs!*

Thursday, July 4, 2019, Pueblo West, CO

\$2,500 Platinum Sponsorship Benefits

- Recognition as co-presenting sponsor, featuring logo prominently displayed on all event promotions and t-shirts, including branding as event co-presenter with United Way of Pueblo County and Snap Fitness 24/7
- Industry exclusivity in Platinum level
- Five (5) complimentary individual registrations & \$10 off company team registration of 6 or more (online code provided upon confirmation, if needed)
- Five (5) t-shirts provided (if requested)
- Four (4) mile marker signs near the start finish lines
- Opportunity to have a table at the event and/or to provide promotional items or flyers in the preregistration packets (must be received no later than June 24)
- Opportunity to present awards at end of the race

\$1,000 Red Sponsorship Benefits

- Major sponsor recognition featuring prominently displayed logo
- Four (4) complimentary individual registrations & \$5 off company team registration of 6 or more (online code provided upon confirmation, if needed)
- Three (3) t-shirts provided (if requested)
- Three (3) mile marker signs advertising sponsor along course and banner displayed during the event
- Opportunity to provide promotional items or flyers in the preregistration packets (must be received no later than June 24)

\$500 White Sponsorship Benefits

- Three (3) complimentary individual registrations & \$5 off company team registration of 6 or more (online code provided upon confirmation, if needed)
- Two (2) mile marker signs advertising sponsor along course

\$250 Blue Sponsorship Benefits

- \$5 off company team registration of 6 or more (online code provided upon confirmation, if needed)
- One (1) mile marker sign advertising sign along course

\$100 Mile Marker Sponsorship Benefits

- One (1) mile marker sign advertising sign along course

In-Kind Sponsorship Opportunities

(In-Kind opportunity to provide product, services, or food items)

- In-Kind values will be recognized with values of corresponding sponsorship amount

All Sponsorships Include:

- Listing on all promotional materials (from date of commitment):
 - Logo or name recognition on registration website, t-shirts, paper registration forms, posters & custom sponsor banner at event
 - Email blasts sent to UW email list of approximately 1,300 (minimum of 4 emails sent), listing on Liberty Point 5K Facebook page & United Way of Pueblo County website – www.pueblounitedway.org
 - Postcard sent to 2018’s participants (525 plus runners/walkers) and UW Donor/VIP list (1,600)
 - Press releases sent to print, radio and electronic media
- Recognition of sponsorship at awards presentation
- Recognition in United Way Annual Report

Other event advertising/promotion

- Media sponsorship includes PSA’s, promotional mentions, web presence and blasts on KPHT 95.5, Fox Sports AM1350 and KCSJ590 (to be confirmed)
- Registration inserts & article(s) in *Southern Colorado Runners Club* e-newsletter
- Additional advertising will be done in conjunction with the Pueblo West 4th of July festivities

If you have additional ideas that might make this opportunity more beneficial, we would be happy to discuss them with you!



2019 Major Sponsorship Form

Business Name: _____

Contact: _____

Business Address: _____

Phone: _____

Website: _____

Email: _____

Mile Marker Details: Text (include max of 2 lines below) Logo/graphic (send to bianca@pueblounitedway.org)

Text to be Included on Mile

Marker Sign: _____

(if applicable)

Sponsorship Levels

\$2,500 - Platinum

\$1,000 - Red

\$500 - White

\$250 - Blue

In-Kind Sponsorship: _____

\$100 – Mile Marker Sponsorship

(Mile marker signage maybe included with major sponsorship level)

Check Enclosed

Will Pay Online

Please Send Invoice