



5K Sponsorship Opportunities

Fall 2021 Events





Why **RaceWire**

Millions of runners visit our website to browse our free platform of results, photos and videos and to find their next challenge.

Thousands of runners participate in our Massachusetts-based races every year.

2020 was a challenge for us all. Don't miss your opportunity to get your brand noticed by potential customers so your business comes back stronger than ever in 2021!

Local Participants

7,028 participants in 2019

- 90% from MA
- 97% from New England

Customer-first Mentality

We put our participants first. They leave feeling great about their experience, our brand, and our partners. Build your brand with our happy customers!

Engaged Audience

Our audience is your audience! Sponsoring our events puts your brand in front of your target customer base, saving you the time and resources it would have taken to reach them on your own.



Fall 2021 5K Event Schedule

Oktoberfest 5K - Plymouth, MA

- Sunday October 3, 2021
- Expected participants: 800

South Shore Turkey Trot - Marshfield, MA

- Thursday November 25, 2021 (Thanksgiving)
- Expected participants: 500

Hoppy Holidays 5K - Plymouth, MA

- Sunday December 12, 2021
- Expected participants: 500

5K Sponsorship Tiers



Title Sponsor **\$1,500+**

- Prominent logo placement on event website, pre and post-race communications, bib numbers, event apparel and event signage
- Emcee mentions throughout race morning
- Five (5) complimentary race entries
- Option to include marketing material in participant swag bag
- 20x20 setup space in post-race area



Gold Sponsor **\$1,000+**

- Prominent logo placement on event website, pre and post-race emails, bib numbers, event apparel and event signage
- Emcee mentions throughout race morning
- Three (3) complimentary race entries
- Option to include marketing material in participant swag bag
- 10x10 setup space in post-race area



Silver Sponsor **\$750+**

- Large logo placement on event website, post-race emails, event apparel and event signage
- Emcee mentions throughout race morning
- One (1) complimentary race entries
- Option to include marketing material in participant swag bag
- 10x10 setup space in post-race area

*Post-race communications include participant text/email alerts, branded participant finish photos, and "thank you" email to all participants

*Post-race email only refers to the "thank you" email sent to all participants

5K Sponsorship Tiers



Bronze Sponsor \$500+

- Logo placement on event website and post-race emails
- Emcee mentions throughout race morning
- Option to include marketing material in participant swag bag
- 10x10 setup space in post-race area



Vendor Sponsor \$250+

- Logo placement on event website and post-race emails
- Option to include marketing material in participant swag bag
- 10x10 setup space in post-race area

*Post-race communications include participant text/email alerts, branded participant finish photos, and "thank you" email to all participants

*Post-race email only refers to the "thank you" email sent to all participants

Sponsorships can be purchased for a specific event, or as a package with two or more events at a time. We suggest a variety of activations over the course of the race season in order to accomplish your brand goals and reach as many potential customers as possible.

Don't see a sponsorship tier that fits your needs? All sponsorships can be customized to fit your brand goals and budget!



5K Sponsorship Interest Form

Thanks for your interest in sponsoring a 2021 RaceWire 5k! Please fill out the form below and send it to Martine Pelletier at martine.pelletier@stacksports.com.

COMPANY NAME:

COMPANY WEBSITE:

CONTACT NAME:

PHONE NUMBER:

EMAIL ADDRESS:

Best way to reach you? ☐ Phone ☐ Email

SPONSOR LEVEL

- | | | |
|--|---|---|
| <input type="checkbox"/> Title Sponsor
\$1,500+ | <input type="checkbox"/> Gold Sponsor
\$1,000+ | <input type="checkbox"/> Silver Sponsor
\$750+ |
| <input type="checkbox"/> Bronze Sponsor
\$500+ | <input type="checkbox"/> Vendor Sponsor
\$250+ | |

EVENT(S)

- | | | |
|---|---|--|
| <input type="checkbox"/> Oktoberfest
10/3/2021 | <input type="checkbox"/> South Shore
Turkey Trot
11/25/2021 | <input type="checkbox"/> Hoppy
Holidays
12/12/2021 |
|---|---|--|

ADDITIONAL COMMENTS:

Still have questions? Reach out to Martine Pelletier at martine.pelletier@stacksports.com

