



5K Sponsorship Opportunities

2022 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.

The past couple of years were 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 2022!

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.

- 350,000 unique emails on our list of New England-based runners
- 27,000 social media followers
- Regular post reach of 1,000+



2022 5K Event Schedule

St. Pat's Day 5K - Plymouth, MA

- Saturday March 26, 2022
- Expected participants: 800

Oktoberfest 5K - Plymouth, MA

- Sunday October 2, 2022
- Expected participants: 800

5K Sponsorship Examples



Gold Sponsor

Estimated Cost: \$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



Silver Sponsor

Estimated Cost: \$750+

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



Bronze Sponsor

Estimated Cost: \$250+

- 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

*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 Options



Additional Opportunities **Available at any level - cost varies**

- Swag - Include your logo on our runner swag items and let our participants do the advertising for you!
- Packet Pick Up - Hold packet pick up at your business and enjoy the benefits of foot traffic and a captive audience.
- Prizes - Provide our fastest participants their prizes in the form of gift cards or merch from your business.
- Post-Race Party - Host the post-race party at your business.

Sponsorships can be purchased for a specific event, or as a package with two or more events at a time.

We're happy to customize a package to fit your brand goals and budget! The included sponsorship tiers are examples of sponsorships that have been done in the past.

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.

Ready to get started? Reach out to Martine Pelletier at martine.pelletier@stacksports.com with interest or questions.

