

Audience Engagement

The Ellington 4-Mile Run & Walk is projected to bring together a dedicated and active audience of local runners as well as area history buffs, including

- 250-350 registered runners/walkers
- 100+ community volunteers

4-Mile participants will receive a T-shirt and medal.

Overall and age group awards will be presented. A

1-mile fun-run will be offered for those who want to be part of the special day, but do not want to try the 4-mile course.

The race will be directed by American Race Timing and Management. Proceeds will go to the FBCA Foundation for the Sanctuary Restoration Fund.

Sponsorship Tiers

Not only does your sponsorship help establish a new opportunity for the Asheville community to celebrate its historic architecture and vibrant community spirit, it also benefits the ongoing care and preservation

of these unique places. Race proceeds benefit the restoration of one of Ellington's most iconic Asheville landmarks and community beacons, the historic dome and interior of First Baptist Church of Asheville.

Chevron Sponsor

\$5,000 (Limit 1)

- Premium logo recognition on event website, publicity materials, event signage, participant T-shirts, and race bib
- Special recognition in emails to race participants
- 10 complimentary race entries
- Opportunity to provide branded swag for race packets
- Complimentary vendor booth space
- A minimum of 5 "callouts" from race announcer

Keystone Sponsor

\$2,500 (Limit 2)

- Logo recognition on event website, publicity materials, T-shirts, and race bib or medal lanyards
- 6 complimentary race entries
- Opportunity to provide branded swag for race packets
- A minimum of 4 "callouts" from race announcer

Pedestal Sponsor

\$1,000 (Limit 4)

- Logo recognition on event website, publicity materials, T-shirts, and medal lanyards
- 4 complimentary race entries
- Opportunity to provide branded swag for race packets
- A minimum of 3 "callouts" from race announcer
- Opportunity to staff a water station with your team (branded shirts recommended)

Sunburst Sponsor

\$500

- Logo recognition on event website
- Name recognition on event T-shirt
- Opportunity to provide branded swag for race packets
- Business name listed in participant reminder emails
- A minimum of 2 "callouts" from race announcer
- 2 complimentary race entries

Community Partner

\$250

- Business name listed on event page and in participant reminder emails
- A minimum of 1 "callout" from race announcer
- Choice of 1 complimentary race entry or an official race T-shirt

HAVE QUESTIONS? NEED MORE INFORMATION?

Email ellington@fbca.net

RunSignUp.com

