



# 15<sup>th</sup> Annual Golden Gallop 2021

**SUNDAY, SEPTEMBER 19<sup>th</sup>**

## SPONSORSHIP OPPORTUNITIES

**WE'RE BACK!** THANK YOU for your interest in sponsoring the 15<sup>th</sup> Annual Golden Gallop. After a long year of no events, we are anticipating a great turnout. With the success of our virtual race last year, we will add the Virtual Challenge option this year in addition to our traditional race day on Sunday, September 19<sup>th</sup>. With proceeds benefitting all of the Golden Schools Foundation (GSF) key programs, Race Sponsorship directly impacts the growth of our school funding through programs like **our new Mental Wellness Program, Enrichment Grants, Credit Recovery and our College Scholarship Program**; all of which support our seven Golden neighborhood articulation schools (Golden HS, Bell MS, Kyffin ES, Mitchell ES, Ralston ES, Shelton ES, Welchester ES).

**Last fall our existing programs were expanded to address the mental wellness impacts of this pandemic**; specifically addressing Social/Emotional needs and access to necessary instructional tools for both students, as well as, teachers among all of our seven schools.

**Thanks in large part to our 2020 sponsors, GSF gave back nearly \$42,000 to our neighborhood schools.**

This year provides another opportunity to help our local students and reach a large community audience and **a new expo location at Golden High School**. As always, we offer sponsorship packages designed for any budget.

Join us in person or virtually in 2021 to make this event a success!

# WHY THE GOLDEN GALLOP?

**On Sunday, September 19<sup>th</sup>, Golden's biggest annual community race will take place for the 15<sup>th</sup> year running.** With nearly 1,000 runners expected, any business with customers will benefit from a Golden Gallop Sponsorship.

The Golden Gallop runners are athletes that race for many reasons, but they all have families, homes, cars and a need for healthy choices. Gallop Sponsorship will get you full exposure to a consumer base that is affluent and motivated to respond to companies that support their community and students.

<b>Runners:</b>	52% Female/ 48% Male
<b>Affluent:</b>	72.4% have +\$75,000 HHI
<b>Educated:</b>	78.6% are college graduates
<b>Age:</b>	19% are 6-24 30% are 25-34 27% are 35-44 16% are 45-54 8% are 55 & Over

*\*Source: 2019 Golden Gallop Survey*

Gallop runners like to run. Our community race brings in runners and families from Golden, Boulder, Denver, Colorado Springs and the surrounding metro area. From advertising for increased awareness to coupons for increased traffic to sampling with consumers on-site, Gallop Sponsorship will work for you. And the best part is knowing that the proceeds from the Golden Gallop will go toward funding GSF's programs to help improve our community schools. **Programs include:**

**Mental Wellness Program:** In the first year, we funded just over \$20,000 in grants and private donations to support mental wellness training and support for both students and teachers.

**Enrichment Grant Program:** We funded nearly \$20,500 to our seven schools in 2020 for academic supports.

**Teaching Excellence Program:** \$7,000 for Release Time for teachers at our schools. Release Time allows teachers to take time off to participate in professional development and/or job training.

**Teacher Recognition Awards:** Each year we award \$2,000 for two teachers from the Golden Articulation Area with a crystal apple award and \$1,000 each to spend in their classroom.

**College Scholarship Program:** We believe our Golden students are a critical part of the community and will award four \$1,500 scholarships to continue the academic success of eligible GHS graduates.

**Tish Agos Credit Recovery Scholarships:** We believe in supporting our Golden students through to graduation, even if they get off track. The Credit Recovery program gives those students a chance to graduate by making up course credits for graduation.

***We can work together to promote improvements in student achievement and teaching excellence.***

## PLATINUM TITLE SPONSORSHIP \$5,000

*Platinum Contract Due 7/31/2021*

- **Sponsor Logo on Joint Press Release** for pre- and post-race opportunities – *exclusive*
- **Sponsor Logo** on official 5k and 10K race t-shirt – *exclusive*
- **Sponsor Banner Ad** on Golden Gallop and GSF Gallop e-blasts prior and during race week– *exclusive*
- **Dedicated Promotional Newsletter** in August and September – *exclusive*
- **Sponsor Logo in Top Position** on race day signage throughout race central – *exclusive*
- **10 Complimentary Race Entries** with t-shirts and concierge packet pick-up – *exclusive*
- **Sponsor Mention** on race day
- **Sponsor Logo on Websites** prominently displayed with link to your site on Home, Results and Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **Sponsor Logo** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Expo Booth Space at GHS** on race day for giveaways, coupon distribution and consumer sign-up
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners
- **Sponsor Mentions** on Social Media posts throughout virtual race week
- **Promotional Ad** on social media platforms Instagram and Facebook
- **Sponsor Logo** on all GSF e-blasts until 1/1/2022

## GOLD SPONSORSHIP \$2,500

- **Sponsor Logo** on all print materials including race flyers, posters, and e-blasts
- **Sponsor Logo in Gold Size** on race day signage throughout race central
- **Sponsor Logo on Websites** displayed with link to your site on Home, Results and Sponsor page of Golden Gallop website & Supporter page of Golden Schools Foundation website
- **5 Complimentary Race Entries** with t-shirts
- **Sponsor Mention** on race day
- **Sponsor Medium Banner Ad** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Expo Booth Space at GHS** on race day for giveaways, coupon distribution and consumer sign-up
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners
- **Sponsor Mentions** on Social Media posts throughout virtual race week
- **Sponsor Logo** on all GSF e-blasts until 1/1/2022

## SILVER SPONSORSHIP \$1,000

- **Sponsor Logo** on all print materials including race flyers, posters, and e-blasts
- **Sponsor Logo in Silver Size** on race day signage throughout race central
- **Sponsor Logo on Websites** displayed with link to your site on Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **2 Complimentary Race Entries** with t-shirts
- **Sponsor Mention** on race day
- **Sponsor Listing** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Expo Booth Space at GHS** on race day for giveaways, coupon distribution and consumer sign-up
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners
- **Sponsor Mentions** on Social Media posts throughout virtual race week
- **Sponsor Logo** on all GSF e-blasts until 1/1/2022

## BRONZE SPONSORSHIP \$500

- **Sponsor Logo** on all print materials including race day flyers, posters, and e-blasts
- **Sponsor Logo in Bronze Size** on race day signage throughout race central
- **Sponsor Logo on Websites** displayed with link to your site on Sponsor page of Golden Gallop website & Supporter page of Golden Schools Foundation website
- **Sponsor Mention** on race day
- **Sponsor Listing** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Expo Booth Space at GHS** on race day for giveaways, coupon distribution and consumer sign-up
- **Sponsor Logo** on all GSF e-blasts until 1/1/2022
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners

## SMALL BUSINESS or FAMILY SPONSORSHIP \$250

- **Sponsor Logo on Websites** displayed with link to your site on Sponsor page of Golden Gallop website & Supporter page of Golden Schools Foundation website
- **Sponsor Mention** on race day
- **Expo Booth Space at GHS** on race day for giveaways, coupon distribution and consumer sign-up
- **Sponsor Logo** on all GSF e-blasts until 1/1/2022
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners

Please join us as a partner for the 15<sup>th</sup> Annual Golden Gallop with a Sponsorship Package now at Golden High School. This year provides an even bigger opportunity to use your funds to help our local students and reach a large community audience for your business.

Please contact the Golden Gallop Sponsorship Team with any questions.

Kimberly Brock – [chair@goldenschoolsfoundation.org](mailto:chair@goldenschoolsfoundation.org) ☎ 303-229-0867



## GOLDEN GALLOP SPONSORSHIP FORM

*RACE DAY: Sunday, September 19, 2021*

**ALL PAPER WORK IS DUE BY THURSDAY, AUGUST 12<sup>th</sup>, 2021.\***

Complete and return your sponsorship form with your check made payable to **Golden Schools Foundation**. Please send it to: Golden Schools Foundation, P.O. Box 17311, Golden, CO. 80402.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

**Organization's Point of Contact:** \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**We wish to be a sponsor with a donation of:**

\_\_\_ Platinum Title Sponsor \$5,000 (**\*Deadline for Platinum Title Sponsorship Contract is 7/31/2021.**)

\_\_\_ Gold Sponsor \$2,500

\_\_\_ Silver Sponsor \$1,000

\_\_\_ Bronze Sponsor \$500

\_\_\_ Small Business Sponsor \$250

\_\_\_ Other (donation amount \$ \_\_\_\_\_)

\_\_\_ In-Kind Sponsorship (Description & Value: \_\_\_\_\_)

**Please check if you are interested in any of the following:**

\_\_\_ Displaying Golden Gallop Race posters at your office or place of business.

\_\_\_ Volunteering as a team or Individual to the Golden Gallop on Race Day or the day before.

\_\_\_ Providing a link back to the Golden Gallop on your corporate website.