

SPONSORSHIP PACKAGES 2025



BENEFIT	EVENT SPECIFIC	GENERAL	ASSOCIATE
AMOUNT	\$1,000	\$500	\$250
Presenting Sponsor of Kids Race (SOLD)	On Kids Race collateral for 1 sponsor	X	X
Packet Pick-Up (SOLD)	Host pre-race packet pickup for 1 sponsor	X	X
RUNNER BAGS (3 available-1 sponsorship is 500 bags)	On runner bags for sponsor	X	X
WATER STATION	See Reverse Side		
FINISH LINE	See Reverse Side		
Mention in PROMO E-MAILS	✓	✓	X
Logo on back of RACE T-SHIRT	✓	✓	✓ SMALLER
Logo on RACE WEBSITE with URL link to your business	✓	✓	✓ SMALLER
FREE ENTRIES	5	2	X
DISCOUNTED ENTRIES for associates	30	20	10
BOOTH at FINISH LINE on race day	✓	✓	X
Opportunity to put coupons or info in participant GOODIE BAG	✓	✓	X
THANK YOU announcements at event	✓	✓	✓

FINISH LINE SPONSOR:

The Finish Line Sponsorship offers a fantastic way to celebrate every runner's accomplishment and place your brand directly in the spotlight. Your company's name and logo would be prominently displayed at the finish line, creating a strong and lasting impression with participants, spectators, and photographers. This is a high-visibility opportunity that allows your brand to be associated with the triumphant moment of completing the race. You could also have the opportunity to set up a booth at the finish line area on race day to engage directly with participants.



WATER STATION SPONSOR:

This opportunity allows your company to have your name and logo featured at one of the race's water stations. Water stations are high-traffic areas where participants stop to rehydrate, providing a great opportunity for brand visibility. Sponsoring a water station aligns your brand with health and wellness, and it's a great way to show your support for the community. Your sponsorship would provide water and cups to the participants, and you can even provide your own branded cups for added exposure.



RUNNER BAGS:

EXAMPLE:



These long-lasting reusable drawstring bags are given to all participants picking up their packets in the days leading up to the event. The sponsor will get approximately 500 bags for a \$1,000 sponsorship. A second and third sponsor could get an additional 500 bags. The bag sponsors will not be direct competitors of the Presenting Sponsor, or Sports Basement (or each other if there is more than one bag sponsor).

IN-KIND SPONSORSHIPS:

In lieu of a traditional sponsorship, we can discuss other opportunities if your company provides a service to the event (such as media or logistics). The level of benefits would be negotiated in accordance with the value of the services provided.



Loaves and Fishes
OF CONTRA COSTA

Nourishing Lives

ABOUT OUR CHARITY BENEFICIARY:

Loaves and Fishes of Contra Costa (LFCC) is a safety-net food program serving those in need living in Contra Costa County. Since 1983, LFCC has provided hunger relief to individuals, families, seniors, veterans, homeless, disadvantaged youth and people with disabilities. We remain committed to serve those in need of nutritious food, provide a food pantry and offer a free 12 week Culinary Training Program for adults experiencing barriers to employment. The mission of Loaves and Fishes of Contra Costa is to provide community-based food programs and partner services that focus on basic needs. We nourish lives! The combination of the prohibitive cost of living in the Bay Area and the government's reduction in pandemic-era support has significantly heightened the need for LFCC's services. From our usual 650 meals per day before the pandemic, LFCC has adapted and expanded its meal program, now averaging more than 3,000 meals daily. LFCC accomplishes this through a comprehensive approach including providing meals and groceries from our 5 dining rooms throughout Contra Costa County: Martinez, Pittsburg, Antioch, Oakley and Walnut Creek. In addition, LFCC's Karen Introcaso Mobile Unit (KI Mobile Unit) collaborates with Bay Area Community Services (Delta Landing), HCEB Transitional Housing of Antioch (new location), Stoneman Village (low-income senior housing in Pittsburg), Antioch Senior Center and West Pittsburg Community Church where we collaborate with other nonprofits to participate in a mobile Resource program for Bay Point Residents to deliver meals to where people are. Drop-off partners include Mt. Diablo Adult Education and Opportunity Junction, while RESTORE (weekdays), Martinez Shelter, and Martinez Senior Center (weekends) and Hijas Del Campo serve as pick-up partners.

More info:

WWW.LOAVESFISHESCC.ORG

ABOUT OUR PRESENTING SPONSOR:



Chartered in 1961, Diablo Valley Federal Credit Union is a not-for-profit financial cooperative. Profits are returned to members in the form of lower rates on loans, better rates on deposits and fewer fees than traditional banks. Anyone who lives, works, worships, or attends school in central Contra Costa County is eligible to open an account.

More Info: **WWW.DIABLOVALLEYFCU.ORG**