

# LIGHT THE WAY



# 5K & FUN RUN

**Sunday, November 23, from 5:30PM to 8:00PM**

*Natchitoches, Louisiana*

The **Light the Way 5K & Fun Run** brings jolly, silly, and serious runners together for a night-time run under the Christmas lights in historic downtown Natchitoches. This race is a draw for local families and visitors alike, who are looking for something new and exciting to do in the City of Lights. All proceeds from this event will benefit the **Natchitoches Boys & Girls Club**. The Club is a second home to over 350 youth that offers after-school and summer programming focusing on Academic Success, Healthy Lifestyles, and Good Character & Citizenship.

## Light the Way Sponsorships

### **Presenting Sponsor: \$3,000 (One Available)**

- Event named: *Light the Way 5K & Fun Run presented by [Company]*
- Company logo on all Light the Way materials, including medal, t-shirt, runner bags, signage, and registration page
- Opportunity to address runners during opening warm-up
- Recognition in press releases, media announcements, and social media features about Light the Way
- Opportunity to provide promotional items in swag bags for Light the Way
- 8 complimentary runner entries

### **Sleigh Ride Supporting Sponsor: \$2,500 (Reserved)**

- Company logo featured prominently on Light the Way t-shirt and runner bags
- Company logo included on Light the Way materials, signage, and registration page
- Recognition in press releases and social media about Light the Way
- Opportunity to provide promotional items in swag bags for Light the Way
- 4 complimentary runner entries

### **North Pole Finisher's Party Sponsor: \$2,000 (Reserved)**

- Main Area named: *North Pole Finisher's Party presented by [Company]*
- Opportunity to be the exclusive hot cocoa provider for the Finisher Party
- Company logo included on signage and event advertising
- Recognition in press release and social media about Light the Way
- Opportunity to provide promotional items in swag bags for Light the Way
- 4 complimentary runner entries

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O: (337) 268 – 9555

C: (337) 356 – 3157

[sleger@bgcacadiana.com](mailto:sleger@bgcacadiana.com)

[runsignup.com/Race/LA/Natchitoches/LightTheWay5KFunRun](http://runsignup.com/Race/LA/Natchitoches/LightTheWay5KFunRun)

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## **Santa's Bag Sponsor: \$1,000 (Four Available)**

- Company logo featured on all Light the Way swag bags
- Company logo included on signage and registration page
- Recognition on social media about Light the Way
- Opportunity to provide a promotional item in swag bags for Light the Way
- 2 complimentary runner entries

## **Reindeer Bib Sponsor: \$750 (Four Available)**

- Company logo featured on all Light the Way participant bibs
- Company logo included on signage and registration page
- Recognition on social media about Light the Way
- Opportunity to provide a promotional item in swag bags for Light the Way
- 2 complimentary runner entries

## **Holiday Run Festivities Sponsor: \$500**

- Company sponsorship includes:
  - Provide branded activity station for runners before the race at Warm-Up Zone
  - Host a table or provide giveaways post-race at Finisher's Party
- Company logo included on signage and event advertising
- Recognition on social media about Light the Way
- Opportunity to provide a promotional item in swag bags for Light the Way
- 2 complimentary runner entries

## **Add-On Opportunities**

### **Santa's Mile Marker Sponsors: \$100**

- Logo included on yard sign at each mile marker along *Light the Way 5K & Fun Run*

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**Light the Way Sponsorship Commitment**

- ☐ Presenting Sponsor: \$3,000
- ☐ Sleigh Ride Supporting Sponsor: \$2,500 (Reserved)
- ☐ North Pole Finisher's Party Sponsor: \$2,000 (Reserved)
- ☐ Santa's Bag Sponsor: \$1,000
- ☐ Reindeer Bib Sponsor: \$750
- ☐ Holiday Run Festivities Sponsor: \$500
- ☐ Santa's Mile Marker Sponsor: \$100

**Sponsorship Payment:**

☐ Amount is Enclosed

☐ Invoice Me:

- ☐ One-Time
- ☐ Monthly
- ☐ Quarterly
- ☐ Semi-Annually

☐ Charge to my Credit Card (American Express, Visa, and MasterCard are accepted)

Card Number	Expiration Date	CVV	Billing
	Zip Code		

Name	Signature	Date
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Address

Telephone

Email

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