

LIGHT THE WAY



5K & FUN RUN

Sunday, November 22, 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 (One Available)

- Company logo featured prominently on Light the Way t-shirt
- 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 (One Available)

- 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

O: (337) 268 – 9555

C: (337) 356 – 3157

sleger@bgcacadiana.com

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
- North Pole Finisher's Party Sponsor: \$2,000
- 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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