

2020 Sponsorship Opportunities

18th Annual Freedom Run Sponsorship Levels

Platinum Sponsor \$10,000

- **Exclusive** naming rights to the Event. (Example 18th Annual Freedom Run , presented by Your Company Name)
- Opportunity to do a **Giant Check presentation at the Event**
- **Advertising** in Freedom Run marketing campaigns
- **Logo** on the Sierra Challenge Express, Inc website, social media accounts and Freedom Run T-shirts & Turkey Trot T-shirts
- Main logo sponsor banner
- **ONLY** Logo included in the repeat backdrop banner along with Freedom Run Logo.
- Prime location for your company Booth
- **T-Shirt Color** of your **choice** for your Team
- Recognition throughout the event by MC throughout the race day
- 20 **FREE** 2 mile walk/4K race entries for participants (includes T-shirts)



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Gold Sponsor: \$5,000

- Advertising in Freedom Run marketing campaign
- Logo on the Freedom Run website and Freedom Run T-shirt
- Sponsor logo banner
- Social media exposure and local media recognition
- 10 **FREE** 2 mile walk/4K race entries for participants
- Company booth space available

Silver Sponsor: \$2,500

- Advertising in Freedom Run marketing campaign
- Logo on the Freedom Run website and Freedom Run T-shirt
- Social media exposure and local media recognition
- 6 **FREE** 2 mile walk/4K race entries for participants

Bronze Sponsor: \$1,000

- Advertising in Freedom Run marketing campaign
- Logo on the Freedom Run website and Run T-shirt
- Social media exposure and local media recognition
- 2 **FREE** 2 mile walk/4K race entries for participants



**Contact SCE president Richard Deveau today to reserve your sponsorship!
(559) 307-1093 or richarddeveau@comcast.net**

2020 Fact Sheet

Race Day:

Saturday, July 4, 2020 @ 7:45 a.m.

2 Mile RUN/WALK & 4K RUN/WALK

PACKET PICKUP:

Friday, July 3, 2020

Projected Participants: 1500

The Freedom Run

is entering its 19th year, the Freedom Run is a major fundraiser event for Road Runners Club of America Sierra Challenge Express, Inc. a local nonprofit 501c(3) organization, Sierra Challenge Express (SCE) is a nonprofit running club dedicated to the promotion of a healthy lifestyle at all ages through running, jogging or walking.

All proceeds help fund the work Sierra Challenge Express, Inc. 501 c(3). Your contribution is tax deductible #77-0501783

Also a percentage will benefit our Veterans and The Honor Flight



2020 Campaign Marketing Efforts

- Social Media/Online- Exposure to over 10,000 viewers on the Sierra Challenge Express, Inc. posts through Facebook, Instagram, and website accounts.
- Email Blasts and Print Ads- Exposure and recognition on pre and post-event email blasts (April-July 2019) to over 8000 individuals. Print advertising campaign with local media, paid Facebook advertisement.
- Event Press Releases- All major sponsors are included in the official pre-event press releases.
- Event Exposure-inclusion in signage at all Run related events, logo/name placement on race t-shirts, and M.C. mentions throughout Race Day for all eligible sponsors (dependent on sponsorship levels)
- Local TV Coverage- Inclusion in TV advertisement and name associated with race, (dependent upon sponsorship level). Coverage with Telemundo and Fox 26.
- Sponsor Booths- All sponsors receive booth space at the event.

