

# RunGR Races

## Partnership Opportunities

### 2021





April 1, 2021

Dear community partner!

For over two decades RunGR has been providing opportunities for individuals to live, train, and run in the Greater Grand Rapids area. For RunGR, it is more than a motto, it is a lifestyle and mission that helps create healthy communities. There are two ways RunGR provides opportunities to live out the motto and mission.

The first is as a membership based running club. Over 300 members with a diverse range of experiences and abilities train year round to achieve their goals. Guided by a USATF Level II coach, the club meets for organized workouts throughout the week in Grand Rapids. As members log miles with one another, RunGR becomes less of a club and more like family. The club also volunteers throughout the year to assist other organizations achieve their goals.

RunGR also puts on events for the community to be out and active. Our mission with these events is to provide a great experience to celebrate health and wellness. We start off with the **Magic of the Mile**, which allows participants to be a track star for an evening. Then we move onto the **Cross Country Team Challenge**, providing a team based approach to running. We conclude the year with our flagship event, the **Lake Michigan Credit Union Bridge Run**, which offers a 5K & 10 Mile in the heart of Grand Rapids. In 2019, we had nearly 2,900 individuals participated in our events, which allowed us to donate \$10,000+ to local charities that do great work in the community. A new for 2021 (yes, we added an event during a pandemic), the **Shamrock Shenanigans 5K**.

We invite you to partner with us in 2021 to make a larger impact in the community where we live, work, and play. In the next few pages, you will find a variety of ways for your organization to become engaged with RunGR. Should you have any questions or additional ideas on how to partner, feel free to reach out!

Kyle Cutler

Race Director

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# Lake Michigan Credit Union Bridge Run

## Overview

### September 19, 2021

#### What is the Bridge Run

Providing the community with a premier starting line to achieve goals since 2002. This is the mission of the Bridge Run. And we are passionate about creating a great event experience for our participants. This includes free training resources, a finisher medal, low registration fees, and numerous spirit or aid stations on the course, just to name a few of the experience elements.

Starting and finishing in Rosa Parks Circle, the courses provide participants with the opportunity to experience the heart of downtown, run through parks, and cross historic bridges over the Grand River. The USATF certified 10 Mile course is a unique distance and serves as an obtainable goal for those just starting out or a “tune up” race for veteran runners with other fall race aspirations. The 5K course is flat for those looking to run fast, try a 5K for the first time, or enjoy a scenic walk.

In 2012 Lake Michigan Credit Union signed on as the title sponsor, a partnership that will continue for several more years. In 2016 the event was recognized in MLive’s *Top 50 Road Races to Do in Michigan* and in the *Top 10 Road Races to Do in the Fall*. Since 2015 the Road Runner’s Club of America has included the event as part of their Championship Series.

#### Community Impact

The Bridge Run is organized by passionate volunteers, which enables us to give back to the community that generously supports us. We proudly contribute over \$10,000 annually to local organizations, many of which focus on helping our youth get out and active. This includes the No Surrender Running Club, which was featured in the January 2014 issue of *Runner’s World* for their work with the inner-city youth in Grand Rapids and Wyoming.

#### Event Demographics

**2014:** 1,981 total participants (5K: 1,009 | 10 Mile: 972)  
**2015:** 2,192 total participants (5K: 1,139 | 10 Mile: 1,053)  
**2016:** 2,257 total participants (5K: 1,149 | 10 Mile: 1,108)  
**2017:** 2,475 total participants (5K: 1,292 | 10 Mile: 1,165)  
**2018:** 2,442 total participants (5K: 1,336 | 10 Mile: 1,106)  
**2019:** 2,709 total participants (5K: 1,475 | 10 Mile: 1,234) *new event record*  
**2020:** 811 virtual only participants

A majority of the participants in 2019 resided in Kent & Ottawa counties, though individuals throughout Michigan and 16 additional states were represented. Of our 2019 participants, 59% were female and 52% were between the ages of 30 and 49. While it is not something we are easily able to track, we know that a number of our participants are using the Bridge Run as their first race or organized wellness activity.

Additional information can be found at [www.thebridgerun.com](http://www.thebridgerun.com).



# Lake Michigan Credit Union Bridge Run

## Partnership Opportunities

### September 19, 2021

#### Partner Opportunities

	Gold \$3,000	Silver \$1,500	Bronze \$750	Event \$250	Vendor \$500
Categorical exclusivity	X				
Logo inclusion on volunteer shirt (approx. 300)	X				
Race Day 101 lunch & learn presentation	X				
Opportunity to promote to RunGR members	X				
Finish-chute banner (provided by sponsor)	X				
Logo inclusion on 2 course signs (provided by event)	X	X			
Space in Rosa Parks Circle race morning	X	X			X
Opportunity for content placement in one pre-event email	X	X			
Opportunity for content in the electronic race packet	X	X			
Opportunity to provide give-a-ways at packet pickup	X	X	X		
Logo inclusion on the Bridge Run website	X	X	X	X	
Logo inclusion on pre-event emails	X	X	X		
Logo inclusion on race marketing materials	X	X	X		
Logo inclusion on participant shirt (approx. 2,500)	X	X	X		
Company name text on participant shirt (approx. 2,500)				X	
Recognized on Facebook & Instagram	X	X	X	X	
Complimentary race entries	8	4	2	1	
Recognized by emcee <u>on race day</u>	X	X	X	X	X





# Lake Michigan Credit Union Bridge Run

## Wellness Partnership Program

### September 19, 2021

#### Wellness Partnership

The Wellness Partner Program provides your organization the opportunity to use the Lake Michigan Credit Union Bridge Run as a health & wellness option for employees. While traditional sponsorship opportunities are primarily focused on gaining visibility in the community, the Wellness Partner Program is designed to help your organization become more physically active.

#### Benefits

The Wellness Partner Program includes the following amenities to help motivate your employee “team”:

- Race entries (the number dependent on the commitment)
- “Running 101” Presentation to your employees
- Training plans for 10 Mile and 5K
- Ideas to encourage participation in friendly competition or wellness benefits

In addition to the Wellness Partner program benefits, your participation in the wellness partner program makes a public demonstration of your commitment to the health and well-being of your employees, and also entitles you to these additional benefits:

- Logo inclusion on participant shirt for commitments over \$1,000 (name in text under \$1,000)
- Recognition on the Lake Michigan Credit Union Bridge Run website as a Wellness Partner
- Recognition on Facebook
- Recognized during the event as a Wellness Partner

#### Investment

Participation in this program is tiered so that every organization of any size can take advantage of this unique program.

The Wellness Partner Program starts at **\$400** and includes 10 race entries. Additional race entries can be acquired at a rate of \$175 for every 5 participants. Race entries can be used in any combination for the 10 Mile Run or 5K Run/Walk. Additionally, race discounts for other employees, family members, and clients can be made available through an unique code.

Additional brand visibility will be considered after a \$1,000 investment.

A program like this can become an integral part of your healthy lifestyle program, or just a fun activity to develop camaraderie within your organization. In order to provide your employees with adequate time to prepare for a great experience, this program needs to be initiated in early July. This is an ideal time to start to organize around this event.



# Shamrock Shenanigans 5K

## Overview & Partnership Opportunities

### March 20, 2021

#### Overview

Due to the uncertainty created by Covid-19 with spring 2021 races, a long standing event in the Grand Rapids community made the decision not to take place. RunGR wanted to help continue the tradition of a March 5K event to help get the community out and active. The RunGR Shamrock Shenanigans 5K is slated to take place at Millennium Park and feature “wave” starts, allowing smaller groups of individuals to participate at a time on the course. We are working with the Kent County Health Department, the Kent County Parks Department, and other agencies to ensure our participants have a safe experience. We anticipate the event selling out and will offer a virtual option to our participants as well.

This will be held 2021 only as we anticipate the other event taking place in 2022.

Additional information can be found at (website TBA).

#### Partnership Opportunities

	\$500	\$250
Categorical exclusivity	X	
Start/Finish banner (provided by sponsor)	X	
Logo inclusion on 2 track signs (provided by event)	X	X
Space on race day to promote your organization	X	
Opportunity to provide give-a-ways at registration	X	
Logo inclusion on event website	X	X
Logo inclusion on participant thank you email	X	X
Logo inclusion on race marketing materials	X	X
Recognized on Facebook	X	X
Complimentary race entries	6	2
Recognized by emcee on race day	X	X





# The Magic of the Mile

## Overview & Partnership Opportunities

### July TBD | Greater Grand Rapids

#### Overview

Since 2012, The Magic of the Mile has been providing individuals of all ages and abilities to be a track star for an evening at Comstock Park School's track. The mile race distance has been revered as the premier race and The Magic of the Mile puts participants into heats by age and gender to compete against the clock. The Magic of the Mile also features a youth 200 meter and 400 meter dash, where the future track stars participate for free and receive popcicles at the end. The night is concluded with the Elite Men's and Women's events, which have not only bragging rights up for grab, but a cash prize. The cost is only \$10 to \$15 a person. In 2019, more than 200 individuals participated (the event did not take place in 2020)!

Additional information can be found at [www.runsignup.com/Race/MI/GrandRapids/Mile](http://www.runsignup.com/Race/MI/GrandRapids/Mile).

#### Partnership Opportunities

	\$300	\$150
Categorical exclusivity	X	
Start/Finish banner (provided by sponsor)	X	
Logo inclusion on 2 track signs (provided by event)	X	X
Space on race day to promote your organization	X	
Opportunity to provide give-a-ways at registration	X	
Logo inclusion on event website	X	X
Logo inclusion on participant thank you email	X	X
Logo inclusion on race marketing materials	X	X
Recognized on Facebook	X	X
Complimentary race entries	6	2
Recognized by emcee on race day	X	X





# Cross Country Team Challenge

## Overview & Partnership Opportunities

### July TBD | Greater Grand Rapids

#### Overview

The Cross Country Team Challenge provides individuals of all ages and abilities the opportunity to experience running as a team sport. Using high school style cross country scoring, teams of 5 form to compete on a 5K course that features dirt, grass, and gravel. Team based awards include the fastest and most spirited teams. If you were on a cross country team in high school or college, this is your opportunity to relive those days; however, if you missed out in your youth, now is your chance. The Cross Country Team Challenge started in 2013 and in 2019 had over 25 teams participate (the event did not take place in 2020)! The cost is only \$10 to \$15 per person, with youth participating for free.

Additional information can be found at [www.runsignup.com/Race/MI/Belmont/xc](http://www.runsignup.com/Race/MI/Belmont/xc).

#### Partnership Opportunities

	\$300	\$150
Categorical exclusivity	X	
Start/Finish banner (provided by sponsor)	X	
Logo inclusion on 2 course signs (provided by event)	X	X
Space on race day to promote your organization	X	
Opportunity to provide give-a-ways at registration	X	
Logo inclusion on event website	X	X
Logo inclusion on participant thank you email	X	X
Logo inclusion on race marketing materials	X	X
Recognized on Facebook	X	X
Complimentary race entries	6	2
Recognized by emcee on race day	X	X





## Partnership Agreement - 2021

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

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

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Event Commitment(s):

Bridge Run Sponsorship: \$ \_\_\_\_\_

Bridge Run Wellness Partner: \$ \_\_\_\_\_

Shamrock Shenanigans 5K \$ \_\_\_\_\_

Magic of the Mile: \$ \_\_\_\_\_

Cross Country Team Challenge: \$ \_\_\_\_\_

### Package Discounts!

- select any 2 events, take 5% off total price
- select any 3 events, take 10% off total price

**Total Commitment (less discounts): \$ \_\_\_\_\_**

☐ Check enclosed and made payable to RunGR

☐ Please send invoice to: \_\_\_\_\_

*(Payment and Sponsor Form may be mailed to: RunGR, P.O. Box 6823, East Grand Rapids, MI 49516)*

If you have questions regarding the information provided in this package, contact Kyle at [Imcubridgerun@gmail.com](mailto:Imcubridgerun@gmail.com) or 616.204.6648.

RunGR is an affiliate of the Road Runners Club of America.  
Through our affiliation with the RRCA, we are a 501(c)(3) organization.  
FEDERAL TAX ID 38-3664585

Your contribution maybe tax deductible. Please retain a copy of this agreement for your records.

***Your support is greatly appreciated by RunGR!***

## 2019 LMCU BRIDGE RUN POINTS OF PRIDE



### CERTIFIED USATF 10MILE + 5K COURSES

2019

**2,709**  
PARTICIPANTS

10MILE RUN **1,234** PARTICIPANTS

5K RUN & WALK **1,475** PARTICIPANTS



A "GREENER" RACE BY FOCUSING ON RECYCLING  
AND DIVERTING WASTE FROM THE LANDFILL



### VOTED

TOP 50 ROAD RACES TO DO  
IN MICHIGAN BY MLIVE

TOP 10 FALL ROAD RACE  
IN MICHIGAN BY MLIVE

### START & FINISH

AT ROSA PARKS CIRCLE  
IN THE HEART OF  
DOWNTOWN GRAND RAPIDS

**87%**

OF PARTICIPANTS  
FROM  
WEST MICHIGAN

**18<sup>TH</sup>**  
**YEAR**



PART OF THE 2019  
ROAD RUNNERS  
CLUB OF AMERICAS  
(RCAA) MICHIGAN  
CHAMPIONSHIP  
SERIES

MALE  
PARTICIPANTS  
**41%**

FEMALE  
PARTICIPANTS  
**59%**

17 DIFFERENT STATES | 1 INTERNATIONAL

10MILE RUN CROSSES  
**9 BRIDGES**

5K RUN CROSSES  
**2 BRIDGES**

OLDEST PARTICIPANT

**82 YEARS OLD**

YOUNGEST PARTICIPANT

**4 YEARS OLD**

**OVER \$10,000+ DONATED TO LOCAL CHARITIES**