



# SPONSORSHIP OPPORTUNITIES

ResolutionRun.org

**We invite you to be a part of the 23rd Annual Resolution Run 5K taking place on January 1<sup>st</sup>, 2023, in Hillsborough, NJ - a tradition that is good for our racers, good for the community, and good for our Sponsors!**

This 3.1-mile race is walker friendly and welcomes 600 participants each year. The Resolution Run is a USATF certified Grand Prix event. All participants receive a quality, custom designed long sleeve "Resolution Run Hoodie Sweatshirt." It's the perfect antidote to winter and a collectors item to be proud of!

## **STATISTICS & DEMOGRAPHICS:**

- 2019: 600 registrants. 56% female, 44% male. Age range: under 18 (12%) 18-29 (7%), 30-39 (12%), 40-49 (23%), 50-64 (37%), 65+ (9%).
- 2022: 600 registrants. 59% female, 41% male. Age range: under 18 (13%) 18-29 (6%), 30-39 (11%), 40-49 (22%), 50-64 (35%), 65+ (13%).
- Project Graduation directly contacts 600+ families of the Senior Class and reaches the entire school population (2300+) through communications from HHS Administration. We additionally connect through community social and hard media outlets with thousands of local subscribers.

## **PARTICIPANTS CHOOSE HOW TO COMPLETE THEIR 5K**

It's New Years Day and while our race starts at the respectable time of 11 AM, participants are also welcome to join us virtually and complete their 5K on their own time that day!

## **RACE HISTORY & BENEFACTORS:**

Founded by Gary Verhoorn, the Resolution Run is celebrating its 23rd year. Proceeds from sponsorships, registration fees, fundraising efforts, and donations benefit Hillsborough High School's Project Graduation & Rock Steady Boxing.

Project Graduation is a 30+ year tradition in Hillsborough where graduates of Hillsborough's Class of 2023 will enjoy a high-spirited, all-night celebration and party immediately following their commencement exercises in June. This popular local effort is part of a nationally recognized program whose goal is to provide a drug and alcohol-free celebration of life while giving graduates a positive sendoff. Your support allows the event to remain free and available to all students.

Rock Steady Boxing is a unique program in Hillsborough organized by Barbara Kelly to improve symptoms and quality of life in people diagnosed with Parkinson's Disease. Your involvement will cover the cost of educational programs and support a scholarship program for those in our community who may not be able to participate as a result of limited funds.

## HOODIE SPONSOR - \$1000

### **\$1,000 – only 20 SPOTS available**

- Logo on race hoodie
- Half page ad in official participant guidebook
- Prominent logo placement and link on Resolution Run and Project Graduation Websites until September 2023.
- Social Media coverage/mentions (FB, Twitter, Instagram) in both Resolution Run and Project Graduation feeds
- Option to set-up an exhibitor tent/table in Victory Village on race morning.
- Option to have a banner/poster/table at the Project Graduation event in June 2023

## GOLD SPONSOR - \$500

### **\$500 - UNLIMITED**

- Half page ad in official participant guidebook
- Logo placement and link on Resolution Run and Project Graduation Websites until September 2023.
- Social Media coverage/mentions (FB, Twitter, Instagram) in both Resolution Run and Project Graduation feeds
- Option to bring an exhibitor tent/table in Victory Village race morning.

## SILVER SPONSOR - \$250

### **\$250 - UNLIMITED**

- Logo in participant guidebook
- Logo placement and link on Resolution Run and Project Graduation Websites until September 2023.
- Social Media coverage/mentions (Resolution Run & Project Graduation feeds)

## IN KIND SPONSORS

We will need refreshments (water, cups, pretzels, bagels, bananas, apples, etc.) to feed participants after the race.

We also appreciate Random Prize Gifts to give away to our participants at the race, and/or Project Graduation. These can include free dinners, show or movie tickets, beauty treatments, store credits, or other valuable gifts.

In-Kind Contributions and Random Prize Gifts less than \$100 will be publicly acknowledged at the Awards Ceremony. Higher values will be recognized at their donation level.

# NEXT STEPS & IMPORTANT DETAILS



The Resolution Run is a 501(c)3 nonprofit Organization.

Support of this event represents an opportunity for area businesses and others to visibly demonstrate a commitment to the community that will be recognized across multiple platforms and to several different segments locally and regionally.

**SPONSORSHIP DEADLINE: December 1<sup>st</sup>**

Mail checks payable to: Resolution Run, Inc.  
Resolution Run, P.O. Box 5673, Hillsborough, NJ 08844

Donate Online

[www.resolutionrun.org/Race/Donate/NJ/Hillsborough/TheResolutionRun5K](http://www.resolutionrun.org/Race/Donate/NJ/Hillsborough/TheResolutionRun5K)

After mailing your check or making your online donation, please send an email to [courtney-newman@comcast.net](mailto:courtney-newman@comcast.net) with your logo and guidebook ad (if included with your sponsorship level).

Logos for printing on the hoodie must be in .ai or .eps format.  
Logos for website and social media should be sent in JPG, PDF, PNG or TIFF format. Half page guidebook ads should be 5" X 4".

Art work submission deadline is December 1st, 2022.

