



SPONSORSHIP OPPORTUNITIES

ResolutionRun.org

We invite you to be a part of the 24th Annual Resolution Run 5K taking place on January 1st, 2024, 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:

- 2023: 638 registrants. 59% female, 41% male. Age range: under 18 (12%) 18-29 (6%), 30-39 (10%), 40-49 (24%), 50-64 (37%), 65+ (11%). 201 participants from Hillsborough.
- 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 2024 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 – 20 SPOTS

- Logo on race hoodie
- Half page ad in official participant guidebook
- Prominent logo placement and link on Resolution Run Website thru 9/1/2023
- 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.
- Option to have a banner/poster/table at the Project Graduation event in June 2024

GOLD SPONSOR - \$500

\$500 - UNLIMITED

- Half page ad in official participant guidebook
- Logo placement and link on Resolution Run Website 9/1/2023
- 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 official in participant guidebook
- Logo placement and link on Resolution Run Website 9/1/2023
- 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. These can include free dinners, show or movie tickets, beauty treatments, store credits, or other valuable gifts.

In-Kind Contributions and Random Prize Gifts will be publicly acknowledged at the Awards Ceremony. Higher value donations will be recognized at the Gold Sponsor 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.

SPONSORSHIP DEADLINE: December 1st

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

Donate Online

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 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, 2023.

