



Sunday, May 9, 2021
Rock Creek Park or Virtual
*(Event may be all Virtual depending
on COVID-19 restrictions)*

SPONSORSHIP ART/FILE PREFERENCES

Sponsors at the \$500 level and above should submit their company logo in two formats, one for the T-shirt back and one for the race website and digital race booklet, and the URL to their company website. You may also send us a pdf of a coupon offering a promotion at your business to race participants and supporters.

Sponsors at \$250 level should submit their company logo and the URL to the company website for the digital race booklet.

- **T-SHIRT BACK LOGO:**
 - Please include all PANTONE (PMS) Colors where applicable
 - **Vector Artwork is the preferred format**
 - **Vector File extensions are: .ai, .eps, .svg**
 - Adobe Illustrator is the software used to create the vector art.
 - **Convert ALL Fonts to Outlines (vectorize the fonts) please!**
 - To do this in Adobe Illustrator: select text > Type > Create Outlines
 - Adobe Photoshop (Raster) files can be used if vector is not available
 - File extensions for Photoshop are: .pds, .jpg, .tiff
 - If possible, Photoshop files should be set up in layers for easy manipulation.
 - Supply files at 100% print size in 300 dpi resolution for optimum print quality.
- **RACE WEBSITE LOGO:**
 - Submit your logo in one of the following formats: **JPEG, JPG, PNG, PDF**
 - Submit the url of your business website. When the user clicks on your logo on the race website and race e-mails, your business website will open in a new window.
- **DIGITAL RACE BOOKLET: JPEG, JPG, PNG, PDF, MS WORD (DOCX)**
 - Submit your logo in one of the following formats: **JPEG, JPG, PNG, PDF**
 - Submit the url of your business website. When the user clicks on your logo in the digital race-day booklet, your business website will open in a new window.
 - Sponsors at the \$500 level and above may also submit a pdf of a coupon, offering a promotion at your business.

PLEASE SUBMIT ALL MATERIAL NO LATER THAN FRIDAY, APRIL 16, 2021.