



15th Annual Golden Gallop 2020

SUNDAY, SEPTEMBER 20th

SPONSORSHIP OPPORTUNITIES

THANK YOU for your interest in sponsoring the 15th Annual Golden Gallop. We are anticipating another great turnout. With proceeds benefitting all of the Golden Schools Foundation (GSF) key programs, Race Sponsorship directly impacts the growth of our school funding through programs like **Enrichment Grants, Student Academic Summer Boot Camps, Credit Recovery and our College Scholarship Program.**

Since 2012, **Enrichment Grants** have been made available to our neighborhood schools to support innovative teaching and learning programs. The **Student Academic Summer Boot Camps** are FREE supplemental education programs for our Golden students that provide academic exposure and reinforcement and encourage a successful academic experience from start to finish. Boot Camps include the GHS AP Prep Boot Camp.

GSF programs support all seven of our neighborhood schools: Golden High School, Bell Middle School and Kyffin, Mitchell, Ralston, Shelton, and Welchester Elementary Schools. Thanks in large part to our 2019 sponsors, GSF gave back nearly \$40,000 to our neighborhood schools through our Enrichment Grant Program, Teaching Excellence Program, Teacher Recognition Awards, the Student Academic Summer Boot Camps, Tish Agos Credit Recovery and the College Scholarship Program.

This year provides another opportunity to help our local students and reach a large community audience. As always, we offer sponsorship packages designed for any budget.

Join us in 2020 to make this event a success!

WHY THE GOLDEN GALLOP?

On Sunday, September 20th, Golden's biggest annual community race will take place for the 15th year running. With over 1,000 runners expected, any business with customers will benefit from a Golden Gallop Sponsorship.

The Golden Gallop runners are athletes that race for many reasons, but they all have families, homes, cars and a need for healthy choices. Gallop Sponsorship will get you full exposure to a consumer base that is affluent and motivated to respond to companies that support their community and students.

Runners:	52% Female/ 48% Male
Affluent:	72.4% have +\$75,000 HHI
Educated:	78.6% are college graduates
Age:	19% are 6-24
	30% are 25-34
	27% are 35-44
	16% are 45-54
	8% are 55 & Over

**Source: 2017 Golden Gallop Survey*

Gallop runners like to run. Our community race brings in runners and families from Golden, Boulder, Denver, Colorado Springs and the surrounding metro area. From advertising for increased awareness to coupons for increased traffic to sampling with consumers on-site, Gallop Sponsorship will work for you.

And the best part is knowing that the proceeds from the Golden Gallop will go toward funding GSF's programs to help improve our community schools. Programs include:

Enrichment Grant Program: We funded \$26,000 to our seven schools in 2019 for academic supports.

Teaching Excellence Program: \$1,000 for Release Time for teachers at each of our schools. Release Time allows teachers to take time off to participate in professional development and/or job training.

Teacher Recognition Awards: Each year we award two teachers from the Golden Articulation Area with a crystal apple award and \$1,000 each to spend in their classroom.

College Scholarship Program: We believe our Golden students are a critical part of the community and will award four \$1,500 scholarships to continue the academic success of eligible GHS graduates.

Student Academic Summer Boot Camps: We have invested nearly \$8,000 in our Summer Boot Camps and continue to grow and improve both camps.

Tish Agos Credit Recovery Scholarships: We believe in supporting our Golden students through to graduation, even if they get off track. The Credit Recovery program gives those students a chance to graduate by making up course credits for graduation.

We can work together to promote improvements in student achievement and teaching excellence.

PLATINUM TITLE SPONSORSHIP \$5,000

Platinum Contract Due 6/15/2020

- **Sponsor Logo on Joint Press Release** for pre- and post-race opportunities – *exclusive*
- **Sponsor Race Day Speaking** opportunity to speak at the start or during the event – *exclusive*
- **Sponsor Logo** on official 5k and 10K race t-shirt – *exclusive*
- **Sponsor Logo** on the race banner displayed on the Golden arch for one week – *exclusive*
- **Sponsor Logo in Top Position** on all print materials, e.g., flyers, posters, & e-blasts – *exclusive*
- **Sponsor Logo in Top Position** on race day signage throughout Parfet Park – *exclusive*
- **10 Complimentary Race Entries** with t-shirts and concierge packet pick-up – *exclusive*
- **Cross-Promotion Opportunity** prior to the race – *exclusive*
- **Sponsor Recognition** on race day throughout the event
- **Sponsor Logo on Websites** prominently displayed with link to your site on Home, Results and Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **Sponsor Logo** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Expo Booth Space** on race day for product sampling, coupon distribution and consumer sign-up
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners
- **Sponsor Mentions** on Social Media posts
- **Sponsor Mentions** in Gallop e-blast to all past race participants

GOLD SPONSORSHIP \$2,500

- **Sponsor Logo** on all print materials including race flyers, posters, and e-blasts
- **Sponsor Logo in Gold Size** on race day signage throughout race central in Parfet Park
- **Sponsor Logo on Websites** displayed with link to your site on Home, Results and Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **5 Complimentary Race Entries** with t-shirts
- **Sponsor Recognition** on race day throughout the event
- **Sponsor Logo** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Sponsor Logo on one water station** along the race course
- **Expo Booth Space** on race day for product sampling, coupon distribution and consumer sign-up
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners
- **Sponsor Mentions** on Social Media posts
- **Sponsor Mentions** in Gallop e-blast to all past race participants

SILVER SPONSORSHIP \$1,000

- **Sponsor Logo** on all print materials including race flyers, posters, and e-blasts
- **Sponsor Logo in Silver Size** on race day signage throughout race central in Parfet Park
- **Sponsor Logo on Websites** displayed with link to your site on Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **2 Complimentary Race Entries** with t-shirts
- **Sponsor Recognition** on race day throughout the event
- **Sponsor Listing** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Sponsor Logo on water station** along the race course
- **Expo Booth Space** on race day for product sampling, coupon distribution and consumer sign-up
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners
- **Sponsor Mentions** in Gallop e-blast to all past race participants

BRONZE SPONSORSHIP \$500

- **Sponsor Logo** on all print materials including race day flyers, posters, and e-blasts
- **Sponsor Logo in Bronze Size** on race day signage throughout race central in Parfet Park
- **Sponsor Logo on Websites** displayed with link to your site on Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **Sponsor Recognition** on race day throughout the event
- **Sponsor Listing** in e-blasts advertising the race reaching over 24,000 Colorado runners
- **Expo Booth Space** on race day for product sampling, coupon distribution and consumer sign-up
- **Prize Donation for Age Group Winners** of your customized merchandise
- **Goodie Bag Placement** of your product, coupon or brochure for our registered runners

SMALL BUSINESS or FAMILY SPONSORSHIP \$250

- **Sponsor Logo or Name Listing** displayed with link to your site on Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **Sponsor Recognition** on race day throughout the event
- **Expo Booth Space** on race day for product sampling, coupon distribution and consumer sign-up
- **Prize Donation for Age Group Winners** of your customized merchandise

Please join us as a partner for the 15th Annual Golden Gallop with a Sponsorship Package. This year provides an even bigger opportunity to use your funds to help our local students and reach a large community audience for your business.

Please contact the Golden Gallop Sponsorship Team with any questions.

Kimberly Brock – chair@goldenschoolsfoundation.org ☎ 303-229-0867

ALL PAPER WORK IS DUE BY FRIDAY, JULY 31, 2020.



GOLDEN GALLOP SPONSORSHIP FORM

RACE DAY: Sunday, September 20, 2020

All Paperwork is due by FRIDAY, JULY 31, 2020.*

Complete and return your sponsorship form with your check made payable to **Golden Schools Foundation**. Please send it to: Golden Schools Foundation, P.O. Box 17311, Golden, CO. 80402.

Company Name: _____

Mailing Address: _____

City: State: Zip: _____

Organization's Point of Contact: _____

Title: _____ Phone: _____

E-mail: _____

We wish to be a sponsor with a donation of:

____ Platinum Title Sponsor \$5,000 (***Deadline for Platinum Title Sponsorship Contract is 6/15/2020.**)

____ Gold Sponsor \$2,500

____ Silver Sponsor \$1,000

____ Bronze Sponsor \$500

____ Small Business Sponsor \$250

____ Other (donation amount \$ _____)

____ In-Kind Sponsorship (Description & Value: _____)

Please check if you are interested in any of the following:

____ Displaying Golden Gallop Race posters at your office or place of business.

____ Volunteering as a team or Individual to the Golden Gallop on Race Day or the day before.

____ Providing a link back to the Golden Gallop on your corporate website.