



Golden Gallop 2020

VIRTUAL EDITION

FRIDAY, SEPTEMBER 11th - SUNDAY, SEPTEMBER 20th

SPONSORSHIP OPPORTUNITIES

THANK YOU for your interest in sponsoring the 2020 Golden Gallop VIRTUAL EDITION. With everything going on in our community, we've adapted our race and adapted our sponsorship opportunities. **Although we cannot have an actual race day, nor a race expo, due to social distancing requirements,** we are confident we can provide promotional opportunities that will still put your company in front of our runners. **Despite the change, we anticipate another great turnout of support!**

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, Tish Agos Credit Recovery and our College Scholarship Program,** all of which support our seven Golden neighborhood articulation schools (Golden HS, Bell MS, Kyffin ES, Mitchell ES, Ralston ES, Shelton ES, Welchester ES). **This fall our existing programs will be expanded to address the mental wellness impacts of this pandemic;** specifically addressing Social/Emotional needs and access to necessary instructional tools. In addition, we will help to fund unforeseen expenses related to potential Remote Learning situations. The needs of the schools will also be compounded by the anticipated state budget cuts to education, so our support will be vital.

Thanks in large part to our 2019 sponsors, GSF gave back nearly \$40,000 to our neighborhood schools.

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

Join us in 2020 to make this event a success!

WHY THE GOLDEN GALLOP?

From Friday, September 11th - Sunday, September 20th, Golden's biggest annual community race will take place VIRTUALLY from all of over the community and even the country. **With access to over 3,000 runners in our database, any business with customers benefit from a VIRTUAL 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: 2018 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 social media promotions for increased traffic, Gallop Sponsorship will work for you to build brand awareness and drive traffic for online, curbside, or any service your company is currently providing.

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 \$20,500 to our seven schools in 2019 for academic supports.

Teaching Excellence Program: \$9,000 for Release Time for teachers at 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 scholarships for a total of \$6,000 for the academic success of eligible GHS graduates.

Tish Agos Credit Recovery Scholarships: We have invested \$1,700 in the Credit Recovery program which gives those students a chance to graduate by making up course credits for graduation.

Mental Health & Wellness and Student Academic Summer Boot Camps: We have invested \$1,300 in Restorative Practice Training for teachers and staff and \$300 in our Summer Boot Camps.

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

PLATINUM TITLE SPONSORSHIP \$5,000

(Deadline August 12th, 2020)

- **Sponsor Logo on Joint Press Release** for pre- and post-race opportunities – *exclusive*
- **Sponsor Race Week Promotional Video** opportunity to be shared on our website and social media during race week– *exclusive*
- **Sponsor Logo** on official 5k and 10K race t-shirt – *exclusive*
- **Sponsor Banner Ad** on Golden Gallop and GSF Gallop e-blasts prior and during race week– *exclusive*
- **Dedicated Promotional Newsletter** in August and September – *exclusive*
- **10 Complimentary Race Entries** with t-shirts and concierge packet pick-up – *exclusive*
- **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 Banner Ad** in Runner e-blasts advertising the race reaching over 24,000 Colorado runners
- **Sponsor Mention** on social media videos throughout race week
- **Promotional Ad** on social media platforms Instagram and Facebook
- **Sponsor Logo** on all GSF e-blasts until 1/1/2021

GOLD SPONSORSHIP \$2,500

- **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
- **Sponsor Logo** on all Golden Gallop and GSF e-blasts newsletters through race week
- **Sponsor Medium Banner Ad** in Runner e-blasts advertising the race reaching over 24,000 Colorado runners
- **5 Complimentary Race Entries** with t-shirts
- **Sponsor Banner Ad** on one Gallop eblast
- **Sponsor Mention** on social media videos throughout race week
- **Promotional Ad** on social media platforms Instagram and Facebook during race week
- **Sponsor Mentions** on Social Media posts

SILVER SPONSORSHIP \$1,000

- **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
- **Sponsor Logo** on all Golden Gallop and GSF e-blasts newsletters through race week
- **Sponsor Medium Banner Ad** in Runner e-blasts advertising the race reaching over 24,000 Colorado runners
- **2 Complimentary Race Entries** with t-shirts
- **Sponsor Banner Ad** on one Gallop eblast
- **Sponsor Mention** on social media videos throughout race week
- **Promotional Ad** on social media platforms Instagram and Facebook during race week
- **Sponsor Mentions** on Social Media posts

BRONZE SPONSORSHIP \$500

- **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 Logo** on all Golden Gallop and GSF e-blasts newsletters through race week
- **Sponsor Logo** in Runner e-blasts advertising the race reaching over 24,000 Colorado runners
- **Sponsor Mention** on social media videos throughout race week
- **Promotional Ad** on social media platforms Instagram and Facebook during race week
- **Sponsor Mentions** on Social Media posts

SMALL BUSINESS SPONSORSHIP \$250

- **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 Mention** on social media videos throughout race week
- **Promotional Ad** on social media platforms Instagram and Facebook during race week
- **Sponsor Mentions** on Social Media posts

FAMILY OR COVID-19 SPONSORSHIP \$150

- **Sponsor Logo/Family Name on Websites** displayed with link to your site on Sponsor page of Golden Gallop website & Supporters page of Golden Schools Foundation website
- **Promotional Ad** on social media platforms Instagram and Facebook during race week
- **Sponsor Mentions** on Social Media posts

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, AUGUST 21, 2020.



GOLDEN GALLOP SPONSORSHIP FORM

RACE WEEK: September 11th – 20th, 2020

All Paperwork is due by FRIDAY, AUGUST 21, 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 8/12/2020.**)

___ Gold Sponsor \$2,500

___ Silver Sponsor \$1,000

___ Bronze Sponsor \$500

___ Small Business Sponsor \$250

___ Family or COVID-19 Sponsor \$150

___ 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.

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