



ALL PROCEEDS BENEFIT HiTOPS - SEX EDUCATION & SUPPORT FOR ALL YOUTH

2020 SPONSORSHIP INFORMATION

We invite you to be a part of the 8th Annual HiTOPS Princeton Half Marathon. Due to ongoing health and safety concerns associated with COVID 19 and social gatherings, the 2020 Race will be held virtually between October 25th – November 8th.

BENEFITS:

All sponsors enjoy the rewards of connecting with a positive, health-oriented event that attracts enthusiastic participants from across the US to run virtually 13.1 miles. New this year, a Youth Run, for young people up to age 18. Youth Run participants sign up to run any distance between the race dates.

STATISTICS & DEMOGRAPHICS: *(Based on 2019 race data)*

- Runner registrations: 56% Male, 44% Female
- Broad age range: under 18 (2%) 18-29 (20%), 30-39 (22%), 40-49 (34%), 50+ (22%)

RUNNERS CHOOSE HOW TO RUN THEIR MILES

Runners can complete the 13.1 miles at once or cumulatively between October 25th and November 8th. Plus, they will enjoy our interactive online results tracking that will virtually move them around the HiTOPS Princeton Half Marathon course.

RACE HISTORY:

Celebrating its 8th year, the HiTOPS Princeton Half Marathon is the single largest fundraising event of the year for HiTOPS. Race proceeds and fundraising efforts go a long way to support HiTOPS work with young people throughout New Jersey. Proceeds from sponsorships, registration fees, fundraising efforts, and donations benefit HiTOPS. Since inception, the event has generated over \$775,000 (net funds) for the organization.

HiTOPS:

HiTOPS is a 501(c)(3) non-profit organization that fosters strong and healthy young people of all identities by providing inclusive and youth-informed sex education and LGBTQ+ support for young people throughout New Jersey. Learn more at HiTOPS.org

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL & AVAILABILITY	(1) PRESENTING SPONSOR	(1) FINISH LINE SPONSOR	(1) MAIL SPONSOR	(1) YOUTH RUN SPONSOR	(3) RUNNER SUPPORTS SPONSOR	(UNLIMITED) SUPPORTING SPONSORS
Sponsorship Fee			\$5,000	\$5,000	\$3,500	\$1,000 - \$250
Race & Medal Logo						Additional Opportunities Available. See accompanying pages.
Website & Race Communications						
Radio Tag						
Signage at HiTOPS 21 Wiggins St. Princeton, NJ						
Official Guidebook	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	
Runner Discount	25%	25%	25%	25%	10%	
Packet Pick Up Signage						
Race Shirt Logo						
Race Bibs Logo						
Video Highlight						
Video Speaking Opportunity						

COMPREHENSIVE MARKETING SUPPORT

WPST
Radio Ads &
Live Broadcast

HiTOPS
Princeton Half
Website

Race T-Shirt

Social Media



Email
Campaigns

Run Signup
Runner Website
& Marketing

Signage

Press Releases



MAIL SPONSOR

\$5,000 - EXCLUSIVE

- Logo printed on mailer that will be used to mail virtual race items
- Logo on race shirt
- Logo included in 2020 race communications including printed materials and emails
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Half page ad in official participant guidebook
- Sponsorship Feature in two of the 14 emails that will be sent to runners on a daily basis between 10/25 and 11/8 reminding them to log their miles.
- Inclusion in media releases as mail sponsor
- Video Highlight in Kick off and Celebration Videos
- 25% discount on race registrations for friends and family of your corporate team.

YOUTH RUN SPONSOR

\$5,000 - EXCLUSIVE

- Exclusive logo on back of Youth Run Medal
- Logo on race shirt
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in 2020 race communications including printed materials and emails
- Inclusion in media releases as youth sponsor
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Half page ad in official participant guidebook
- Sponsorship Feature in two of the 14 emails that will be sent to runners on a daily basis between 10/25 and 11/8 reminding them to log their miles
- Video Highlight in Kick off and Celebration Videos
- 25% discount on race registrations for friends and family of your corporate team.

Interested in Sponsoring?
Email apasqua@hitops.org

RUNNER SUPPORT SPONSORS

\$3,500 – 3 Exclusive Opportunities

Training Sponsor

Your company will benefit from encouraging the runners as they train for the race through email and social media communications.

Runner's Bag Sponsor

Your company will benefit by having prominent placement of your logo on the 1,750+ bags. Runners' bags, containing their tshirt, bib, and race instructions.

Packet Pick Up Sponsor (Princeton Running Company)

Your company will benefit from being the exclusive location for runners to pick up their race packets ahead of the big race creating significant foot traffic for your store.

ALL RUNNER SUPPORT SPONSORS RECEIVE

- Logo on race shirt
- Logo included in 2020 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Inclusion in media releases
- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Half page ad in official participant guidebook
- Sponsorship Feature included in two of the 14 emails that will be sent to runners on a daily basis between 10/25 and 11/8 reminding them to log their miles.
- Video Highlight in Kick off and Celebration Videos
- 10% discount on race registrations for friends and family of your corporate team

PLATINUM

\$1,000 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2020 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in the 14 emails that will be sent to runners on a daily basis between 10/25 and 11/8 reminding them to log their miles.
- 10% discount on race registrations for friends and family of your corporate team

GOLD

\$500 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2020 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in the 14 emails that will be sent to runners on a daily basis between 10/25 and 11/8 reminding them to log their miles.

SILVER

\$250 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2020 race communications including printed materials and emails
- Logo included in the 14 emails that will be sent to runners on a daily basis between 10/25 and 11/8 reminding them to log their miles.

IN-KIND SPONSORS

Please reach out to us with your sponsorship interest, ideas, or in-kind opportunities!



Interested in Sponsoring?
Email apasqua@hitops.org