



PIKE'S PEEK 10K

Sunday, April 21, 2024

QUESTIONS? PLEASE CONTACT pikespeek@mccrc.org

The **Pike's Peek 10K** is one of the Montgomery County Road Runners Club's premiere racing events. The 10K race, long popular due to its unique course, attracts over 2,000 participants, over 500 volunteers, and hundreds of spectators. The course begins near the Shady Grove Metro Station and offers a "straight shot" down the Rockville Pike before finishing at Pike & Rose. The fantastic finish festival offers participants the opportunity to celebrate with family & friends while enjoying food, family activities, music, and vendor exhibits. Children of all ages may join in the fun by participating in a 50-Meter Toddler Trot or a ¼ Mile Fun Run.

Your business can reach each of these participants, families, and friends by joining MCRRC as a sponsor of the Pike's Peek 10K. To secure your sponsorship, please return the completed form to pikespeek@mccrc.org.

We look forward to your sponsorship!



SPONSORSHIP LEVELS

	TITLE \$15,000 + 3 Year Commitment	PRESENTING \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	PARTNER \$1,000	DONOR \$500
Inclusion in race title (The <YOUR COMPANY> Pike's Peek 10K)	X							
Level exclusivity	X							
Inclusion as presenter (The Pike's Peek 10K is presented by MCRRC and YOUR COMPANY)		X						
Dedicated promotional email sent to participants prior to race day or post-race (sponsor choice)	X	X	X					
Logo on participant bibs	X	X	X					
2 exclusive promo posts on Facebook (sponsor provides)	X	X	X	X				
Preferred exhibit space at post-race festival	X	X	X	X				
Logo displayed on participant premiums & volunteer shirts (if applicable)	X	X	X	X	X			
Sponsor-provided banner displayed at finish line	X	X	X	X	X	X		
Verbal recognition during race day announcements	X	X	X	X	X	X	X	
Inclusion in written, pre-race instructions and post-race communications	X	X	X	X	X	X	X	
Exhibit space at post-race festival	X	X	X	X	X	X	X	X
Sponsor-provided promo piece in participant packets, if applicable, or at Packet Pickup	X	X	X	X	X	X	X	X
Logo with live link on race website	X	X	X	X	X	X	X	X
Complimentary race entries with race premiums	15/ Year	15	10	8	6	4	2	1



SPONSORSHIP AGREEMENT

Company Name (as you would like it to appear): _____

Contact Name: _____

Contact E-mail Address: _____

Contact Phone Number: _____

Company URL: _____

Brief Description of Business (as you would like it to appear): _____

Level of Sponsorship: _____

Amount: _____

How would you like to pay? ☐ Credit card ☐ Check made payable to: "MCRRC" PO Box 1703, Rockville, MD 20849

Would you like to be invoiced? ☐ Yes ☐ No

***** Please email a logo (JPG or PNG) to mcrrcsponsorship@mcrrc.org along with your completed agreement!**

This Agreement between the Montgomery County Road Runners Club ("MCRRC") and _____
_____ ("SPONSOR") will be effective upon signing
by both parties.

As a sponsor of the race, SPONSOR agrees to provide MCRRC, a 501(c)3 non-profit organization and member of the Road Runners Club of America, the monetary amount listed above in exchange for the services and benefits listed on page 2 of this Agreement.

Sponsorship payments can be made via credit card or check and are due prior to the date of the event.

In the event of a dispute arising between the parties, the agreement may be terminated in the following manner:

- a) If the breach is one that can be rectified, the non-breaching party may request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately.
- b) If the breach is not one that can be rectified, the non-breaching party may terminate the Agreement by providing 7 days written notice of their intention to terminate.
- c) If either party goes into liquidation, is wound up, is dissolved (except for the purpose of reconstruction or amalgamation), enters a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by providing 7 days written notice of their intention to terminate.
- d) In the event of a termination of this Agreement, both parties' rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this Agreement by the other party.

Where one party is unable to carry out its obligations under this Agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

Each party shall indemnify the other party against any claims arising from any breach of the Agreement by either party.

The terms and conditions of this Agreement shall not be disclosed to any third party without the prior written consent of both parties.

The rights of either party under this Agreement shall not be transferrable or assignable either in whole or in part.

Signed:

Montgomery County Road Runners Club

Sponsor

Printed Name/ Title

Printed Name/ Title

Date _____

Date _____