

SPONSORSHIP OPPORTUNITIES

RUN 317



LIVE IT.
LOVE IT.
RUN IT.

Produced By

VISION
EVENT MANAGEMENT

RUN317.COM



2022 SCHEDULE & CHARITY PARTNERS



June 23



July 14



August 4



September 1



Kids' Voice of Indiana
Advocate. Educate. Protect.



October 6



RUN(317)

WHO WE ARE & WHAT WE DO...

Entering our ninth year, the 2022 RUN(317) Series is a Thursday evening running series that affords participants the opportunity to introduce or re-acquaint participants with Indy's unique neighborhoods on a more intimate basis.

In 2021, 1,255 athletes on average participated in each of five different race venues spanning May through October. Most races have sold out over the years!

At every race, participants receive: 2 FREE beers or hard seltzers (21+), a unique, double-sided jigsaw puzzle medal, a RUN(317) sticker, a coupon valid for a FREE sandwich from Penn Station, the best post--race party in town, camaraderie and more!



3.17--mile Thursday evening run/walk
festival--like atmosphere
neighborhood restaurants, bars/shops
live DJ spinning
cornhole/jumbo Jenga/giant Connect 4
participant giveaways
vendor sampling and more!

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RUN(317)

WHY WE DO WHAT WE DO...

Since 2014, RUN(317) has raised more than \$92,000 for various charities across **Indianapolis** including A Kid Again, Kids' Voice of Indiana, Girls on the Run Central Indiana, Lions Club of Speedway, and Keep Indianapolis Beautiful.



RUN(317)

2021 RUN(317) Series Stats

Repeat Runners = More Impressions with Greater Frequency

704 RUN(317) participants registered for all 5 races

558 RUN(317) participants registered for 3 of the 5 races

RACE VENUE	# PARTICIPANTS
Speedway	1,150
Lawrence	1,172
Mass Ave	1,354
WestClay Carmel	1,288
Fountain Square	1,312
TOTAL	6,276



2021 TOP RUN(317) COMMUNITIES REPRESENTED

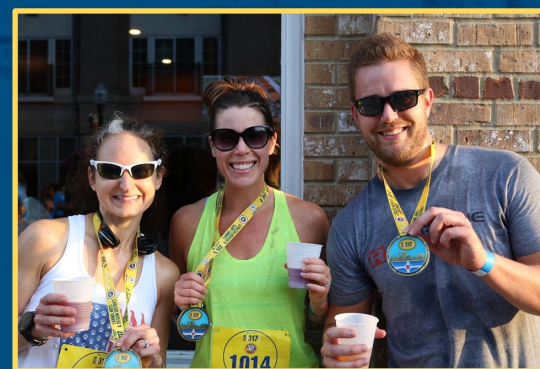
Indianapolis

Carmel

Fishers

Westfield

Zionsville



Gender

65 % Female

35 % Male

Youngest

7

Average Age

37

Most Experienced

77

RUN(317)



SPONSORSHIP BENEFITS

	Title \$15,000	Presenting \$10,000	Associate \$5,000
Logo/name baked into logo TITLE HAS PROMINENT PLACEMENT	Logo	Name	
Inclusion in media interviews	X		
Representative to serve as Official Starter	X		
PROMINENT logo on start/finish line top truss	X		
Logo inclusion on start/finish line side truss		X	
Social Media Feature	10	5	2
Logo on race bibs	X	X	
Name/logo on results/registration pages	Logo	Name	
Name/logo on course maps	Logo	Name	
Dedicated announcement press release	X	X	
Brand category exclusivity	X	X	X
Logo/link on Website	X	X	X
Logo on all eblasts	X	X	X
Paragraph in participant eblasts	15	5	2
Name/logo on volunteer shirts	X	X	X
Logo on posters/postcards	X	X	X
Logo in print advertising placements	X	X	X
Space for booth at Finish Line Party	20x10	10x10	10x10
Complimentary race entries	15	7	3

RUN(317)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP ~ \$15,000

PROMINENT exposure surrounding the most popular running series in Indianapolis. Your brand is even baked into the logo! Marketing and promotion via print, online, email and social runs May through October, to afford your brand frequent and varied marketing opportunities to enable maximum ownership of this athlete--favorite race series.

PRESENTING SPONSORSHIP ~ \$10,000

Promote your brand and be a hero, as Presenting Sponsor, to the thousands of loyal participants of varying athletic abilities who enjoy walking or running RUN(317) Thursday evening events. Most races have sold out over the series' tenure!

ASSOCIATE SPONSORSHIP ~ \$5,000

An affordable opportunity to promote your brand across various platforms to the beloved RUN(317) community.

OFFICIAL BEER SPONSOR ~ \$10,000 - SOLD

Everyone loves a great beer! Here is your opportunity to share your craft with our participants. You would provide each participant with two free samples (minimum 6 oz pour per sample) at each of our five races.

PACKET PICK-UP HOST LOCATION SPONSOR ~ \$10,000 - SOLD

Want the opportunity to get in front of health conscience, college educated potential customers with disposable income? Host the Packet Pick-up. Hosting Packet Pick-up gives your company the opportunity to drive traffic to your stores so that you can make an impression on each participant in your own unique way. WOW, who wouldn't want potential new customers and current clients right to your door steps?

RUN(317)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

POST RACE PARTY SPONSOR ~ \$5,000

Promote your brand and be a hero, as Presenting Sponsor, to the thousands of loyal participants of varying athletic abilities who enjoy walking or running RUN(317) Thursday evening events. Most races have sold out over the series' tenure!

WATER STATION SPONSOR ~ \$2,500

All participants pass by the water station mid-course. Sponsorship includes notation on the website, email blasts, social media, and a sandwich board sign at the water station at each race.

MILE MARKERS AND CLOCKS ~ \$2,000

State-of-the-art Mile Markers and Clocks are prominently displayed at every mile along the course as well as at the finish line. This opportunity provides consistent visibility for your brand throughout every race.

RESULTS ~ \$3,500 - SOLD

All participants want to see their official results as soon as possible post-race. Your brand can be the presenting sponsor of this important information. Participants are able to get their results via a QR code on their bib or online by visiting the results page branded with your logo.

BEAT THE CLOCK COMPETITION ~ \$2,500

There's a Beat the Clock Competition, which offers 5-race registrants the opportunity to earn an additional award at the end of the Series. All five finishing times are added together. Women who average a time of 30 minutes or less and men who average a time of 27 minutes or less receive a special coveted prize!

CUSTOM PACKAGES (Starting at \$750 per race)

Let's talk about how the RUN(317) Series can help your brand achieve its goals by providing unique exposure!

2022 RUN(317) PARTICIPANT MEDAL



JOIN US AT THE 2022 FINISH LINE!