



RUN(317)

2024 SPONSORSHIP OPPORTUNITIES

RUN(317).COM

Title Sponsor- Logo/name in the wordmark of the RUN(317) logo. Exclusive Sponsorship.	\$30,000
Presenting Sponsor- Logo to appear within the RUN(317) title. Exclusive Sponsorship.	\$20,000
Post-Race Party Sponsor- Exclusive branding on all communication for the post-race party	\$10,000
Start/Finish Line Sponsor for the race series	\$10,000
Beer Sponsor- Exclusive sponsor for the beer at all 5 races	SOLD
Bib Sponsor- Logo with custom QR code on all race bibs (approx. 8,000 bibs)	\$7,500
Medal Sponsor- Logo on race medal ribbon	\$7,500
Lead Vehicle Sponsor- Logo on the lead race vehicle and vehicle placed at the start/finish line.	\$5,000
Volunteer Shirt Sponsor- Logo on all volunteer shirts and business name in all mentions of volunteers.	\$5,000
Running Store Sponsor- Race partner for pre race packet pick-up	SOLD
Water Station Sponsor- Branding on water station at each race	\$3,850
Mile Marker and Clock Sponsor- Logo placed on Mile Marker Signs at every race	\$3,850
Results Sponsor- Logo placed by all race results	SOLD
Beat the Clock Sponsor- Logo and prize opportunity for races series competition	\$3,500
Race Day Packet Pick-Up Sponsor- logo branded with individual race day packet pick-up	\$3,500
Post-Race Survey Sponsor- Logo branding on all 5 post race surveys to participants	\$3,500
RUN(317) Marketing Demographics	Social and Email Marketing Stats
<ul style="list-style-type: none"> • 8 Months of Marketing to Greater Indianapolis- (March-September) • 60% Female, 40% Male Participants • Average Participant Age -37 years old • Average 1600 participants at each race • Top Cities Represented at each race: <ul style="list-style-type: none"> ◦ Indianapolis ◦ Carmel ◦ Fishers ◦ Westfield ◦ Zionsville 	<ul style="list-style-type: none"> • Email List- 56,000 <ul style="list-style-type: none"> ◦ 40% open rate • Facebook-6.3K followers • Instagram-2.9K followers <ul style="list-style-type: none"> ◦ 21.7% engagement with followers ◦ 38.7% engagement non-followers • Paid Media Impressions-168,519

FOR MORE INFORMATION CONTACT JENNIFER HAMPTON AT
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More than a 5K...
IT'S A PARTY!