

FMTC Race Sponsorship Opportunities

The FMTC is a non-profit 501 (c)(3) organization and supports many other local organizations with the technical support and timing to produce high-quality races. The FMTC actively participates to help raise nearly \$300,000 in funds each year that go to local charities. Several of the races on our schedule are races directed and managed by the track club and considered FMTC sponsored races. These include the **Cape Coral Turkey Trot 5K, River Run 10K, Lazy Flamingo Half Marathon, Edison Festival of Light, River Roots & Ruts 10 Mile Trail Run & Run to Home Base 5K**. These are the races for which below sponsorship levels would apply. If you are interested in sponsoring a race other than an FMTC race, please contact us at fmtrackclub.info@gmail.com for race director information.

Title Sponsor (\$5000 cash or in-kind): Company included in race title, full digital media package*, prominent company logo on race shirt, logo on race flyer, one advertising item in packet, tent or canopy set-up on race site race morning.

Platinum (\$2500 cash or in-kind): prominent company logo on race shirt, logo on race flyer, company branding on digital media*, one advertising item in packet, tent or canopy set-up on race site race morning.

Gold (\$1000 cash or in-kind): company logo on race shirt, logo on race flyer, company branding on digital media*, one advertising item in packet, tent or canopy set-up on race site race morning.

Silver (\$500 cash or in-kind): company text logo on race shirt, one advertising item in packet, tent or canopy set-up on race site race morning.

Bronze (\$250 cash or in-kind): one advertising item in packet.

Race Dates and Charities:

Turkey Trot 11/26/2020 to benefit FMTC youth and Scholarship Fund & the Cape Coral Hospital Wellness Path.

River Run 10K 12/5/2020 to benefit GiGi's Playhouse of Fort Myers.

Lazy Flamingo Half Marathon & Relay 12/19/2020 to benefit Kimmie's Recovery Zone for mental health & drug addiction and Hope Parkinson Program.

Edison Festival of Light 5K 2/20/2021 to benefit the Edison Festival of Light, a non-profit 501(c) 3 tax-exempt organization that works with many other local non-profit and profit organizations to promote the arts, culture and history of Fort Myers and Southwest Florida. Through scheduled and sanctioned events, the Festival helps to promote and support local groups

River Roots & Ruts 10 Mile Trail Run 3/7/2021 to benefit GiGi's Playhouse of Fort Myers, The Mudcutters (trail maintenance and preservation) and local High School Cross Country teams.

Run to Home Base 4/10/2021 The Run to Home Base Florida honors and supports Southwest Florida Veterans and their Families. All proceeds from this event will go directly to Home Base's Southwest Florida initiatives, including our Warrior Health and Fitness Program and the two-week Intensive Clinical Program. *Please contact us for additional information as these options change based on sponsorship level.

The above sponsorships are non-exclusive and there may be more than one sponsor per race in each level. For information and pricing on an exclusive sponsorship, please contact us at fmtrackclub.info@gmail.com.

We also publish on our website information about companies willing to provide continuous in-kind services or discounts to FMTC members. Additional club sponsorship examples include companies that donate to programs such as youth running or are regular race sponsors each year. If you or your business is willing to contribute in this way, please contact us for more information fmtrackclub.info@gmail.com.

DIGITAL MEDIA SPONSORSHIP

RESULT SPONSOR & FINISHER CERTIFICATE

Real-time results provide an interactive, searchable results site to view race leaderboards, search for athletes and access their splits, pace and finish times.

SPONSOR OPPORTUNITY:

Customized real-time results background to include sponsor.

SPONSOR BENEFITS:

The results interface averages 6-7 unique visits for every finishing athlete

Easy social share options mean 10-20% of finishers share on Facebook and Twitter

ATHLETE VIDEO SPONSOR

Athlete video allows spectators and athletes to watch 15 second finishing clips at various split points on the course

SPONSOR OPPORTUNITY:

Include a short pre-roll video or static ad that is played before each video viewed by athletes

SPONSOR BENEFITS:

The videos are played 6-8 times for every finishing athlete

The videos are easily shared on Facebook and Twitter for more engagement

DIGITAL PHOTOGRAPHY

SPONSOR OPPORTUNITY:

Digital photography packages watermarked or branded with sponsor logo.

SPONSOR BENEFITS:

Free or reduced cost photo download increases viewing and sharing

Photo views vary greatly on race distance but minimum engagements is 2-3 views per finishing athlete

In a six month period across galleries photo views exceed over 2 million with some races receiving over 300,000 views per gallery.

Title Sponsors would brand all media options.



FMTC Sponsorship Form

Race Dates and Charities:

Turkey Trot 11/26/2020

River Run 10K 12/5/2020

Lazy Flamingo Half Marathon & Relay 12/19/2020

Edison Festival of Light 5K

River Roots & Ruts 10 Mile Trail Run 3/7/2021

Run to Home Base 4/10/2021

_____ Title Sponsor (\$5000+)

_____ Platinum Sponsor (\$2500)

_____ Gold Sponsor (\$1000)

_____ Silver Sponsor (\$500)

_____ Bronze Sponsor (\$250)

Event Sponsoring: _____

(Turkey Trot 5K, River Run 10K, River Roots & Ruts 10 Mile Trail Run & Relay or Lazy Flamingo Half Marathon & Relay. Please fill out a separate form for each event your business or organization intends to sponsor.)

Name of Sponsor: _____

Print Name and Title: _____

Address: _____

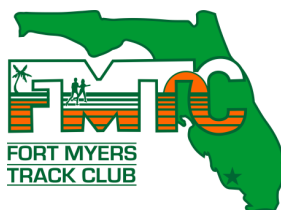
Phone: _____

Email: _____

FMTC Representative: _____

Make checks payable to the **Fort Myers Track Club** and return this commitment to **P.O. Box 60131, Fort Myers, FL 33906**. If you have questions, please contact JeAnne Hertel (239)400-9305 or fmtrackclub.info@gmail.com. The Fort Myers Track Club is a non-profit 501 (c)(3) organization. For tax purposes you receive nothing of value in consideration of your donation. Please retain a copy of this for your records.

The FMTC is a volunteer organization and supports many other local organizations with the technical support in producing high-quality races. The FMTC actively participates to help raise nearly \$200,000 in funds each year that go to local charities.



FMTC In-Kind Sponsorship Form

Event Sponsoring: _____

*(Turkey Trot 5K, River Run 10K, River Roots & Ruts 10 Mile Trail Run & Relay or Lazy Flamingo Half Marathon & Relay.
Please fill out a separate form for each event your business or organization intends to sponsor.)*

Description of Donation Item(s) including quantity: _____

Estimate fair market value: _____

Name of Sponsor: _____

Print Name and Title: _____

Address: _____

Phone: _____

Email: _____

FMTC Representative: _____

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