

Greater Midland Dow RunWalk Sponsorship Tiers 2017



Platinum Tier - Dow Chemical Company

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Naming Rights: **Greater Midland Dow RunWalk**
- Official recognition as title sponsor of the event
- Branding on over 2,000 Runners T-shirts
- Company logo displayed at the Start & Finish Line
- Company banners displayed prominently at Post-Race Activities area
- Strategic alignment with the Greater Midland Dow RunWalk through all printed materials including
 - Promotional Postcards – Company logo
 - Race Series Promotional Postcards and all Promotional Pieces
 - Race Booklet – Company logo
 - Promotional Posters – Company logo
 - Community Center Activities Brochure
- Recognition as Title Sponsor of Dow RunWalk on Community Center’s website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Promotional Postcard Pick-up

Half Marathon/Diamond Tier - \$10,000

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as our HALF MARATHON/Diamond Sponsor **and marketed as one of the keystone events**
- **Opportunity to exhibit at the RunWalk Expo showcasing your company’s various services**
- **Exclusive company branding for HALF MARATHON**
- Company branding on Neck Ribbon of FINISHER MEDALS handed out to ALL Participants
- Company branding on Half Marathon Awards (Overall/Masters/Age Group)
- Company branding on over 2,000 Runner T-shirts
- Company logo displayed at the Start & Finish Line
- Company banners displayed prominently at Post-Race Activities area (optional)
- Strategic alignment with the Greater Midland Dow RunWalk through all printed materials including:
 - Promotional Postcards – Company logo
 - Race Booklet – Company logo
 - Promotional Posters – Company logo
 - Community Center Activities Brochure
- Sponsor recognition on Dow RunWalk website and social media
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Promotional Postcard Pick-up

Ruby Tier - Dow Chemical Employees' Credit Union

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as race sponsor
- **Official sponsor of the 1 Mile Run, which offers all youth 14 and under free entry to this race**
- **Exclusive company branding on 1 Mile Run T-shirts**
- **Exclusive promotion within Midland Public Schools physical education programs courtesy of your company (targeted to elementary and middle school Physical Education programs)**
- **Exclusive sponsor of the RunWalk Mileage Club (targeted & promoted elementary and middle school youth)**
- **Exclusive company branding on 1 Mile Run participant ribbons**
- **Extensive branding to all 1 Mile Run participants by packing all “goodies” into your company’s logoed bags (if desired)**
- Company branding on over 2,000 Runners T-shirts
- Company logo displayed at the Start & Finish Line
- Company banners displayed prominently at Post-Race Activities area
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
 - Promotional Postcards – Company logo
 - Race Booklet – Company logo
 - Promotional Posters – Company logo
 - Community Center Activities Brochure
- Sponsor recognition on Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Promotional Postcard Pick-up

Gold Tier - Dow Corning

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as race sponsor
- **Official sponsor of the Tot Trot (volunteer opportunities available for corporate exposure)**
- **Exclusive company branding on Tot Trot shirts** - a free event for children three-five years-old offering a fun, challenging obstacle course for the youngsters. All children receive special Tot Trot T-shirts with exclusive company logo
- Company banner displayed at the Tot Trot location (optional)
- Company branding on over 2,000 Runners T-shirts
- Company logo displayed at the Start & Finish Line
- Company banners displayed prominently at Post-Race Activities area
- Strategic alignment with Greater Midland Dow RunWalk through all printed materials including:
 - Promotional Postcards – Company logo
 - Race Booklet – Company logo
 - Promotional Posters – Company logo
 - Community Center Activities Brochure
- Sponsor recognition on Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Promotional Postcard Pick-up

Silver Tier - \$3,000

This tier is open to multiple companies and is guaranteed a right to continued sponsorship for the next year.

- Official designation as race sponsor
- Company branding on over 2,000 Runner T-shirts
- Company logo displayed at the Start & Finish Line
- Strategic Alignment with the Greater Midland Dow RunWalk through all printed materials including:
 - Promotional Postcards – Company logo
 - Race Booklet – Company logo
 - Promotional Posters – Company logo
 - Community Center Activities Brochure
- Sponsor recognition on the Greater Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners & volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

Bronze Tier - \$1,500

This tier is open to multiple companies and is guaranteed a right to continued sponsorship for the next year.

- Official designation as race sponsor
- Company branding on over 2,000 Runners T-shirts
- Company logo displayed at the Start & Finish Line
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Greater Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

Supporting - \$500

This tier is open to multiple companies.

- Official designation as Race Sponsor
- Sponsorship recognition printed in the annual Race Booklet as Supporting Sponsor
- Sponsor recognition on the Greater Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteers goodie bags

Course Water Station Sponsor

This tier is exclusive to one company for the designated year.

- Opportunity to provide 16 water coolers and 45 (5 gallon) jugs of water
- Opportunity to provide paper cups with company logo imprinted (5,000 needed)
- Official designation as Race Sponsor
- Company branding on over 2,000 Runners T-shirts
- Company branding at each of the four (4) course water stations Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Greater Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

RunWalk VOLUNTEER SPONSOR

This tier is exclusive to one company and is a guaranteed right to continued sponsorship for the next year.

- Official recognition as our VOLUNTEER Sponsor
- **Exclusive company branding on Volunteer T-shirts (over 200 shirts)**
- **Opportunity to staff one Water Station and provide additional volunteers for race day**
- Company branding on over 2,000 Runner T-shirts
- Company logo displayed at the Start & Finish Line
- Strategic alignment with the Greater Midland Dow RunWalk through all printed materials including:
 - Promotional postcards – Company logo
 - Promotional Posters – Company logo
 - Race Booklet – Company logo
 - Community Center Activities Brochure
- Sponsor recognition on Dow RunWalk website
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Registration Form Pick-up

RunWalk Refueling Station Sponsors - In Kind Donations

This tier is open to multiple companies and is guaranteed a right to continued sponsorship for the next year.

- Opportunity to provide post-race refreshments (i.e. fruit, bagels, water, bars, etc....) TBD
- In Kind sponsorships valued at \$1500 or greater will have logos included on the back of participant shirts
- Official designation as Race Sponsor
- Company branding at the RunWalk Refueling Station via logoed banners, signs etc...
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Greater Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

Bottle Water Sponsor

This tier is exclusive to one company for the designated year.

- Official designation as Race Sponsor
- Company branding on over 2,000 Runners T-shirts
- Company branding on up to 3,500 Bottles of Water along with RunWalk logo
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

Promotional Item Sponsor

This tier is exclusive to one or two companies for the designated year.

- Official designation as Race Sponsor
- Company branding on over 2,000 Runners T-shirts
- Company branding on up to 3,500 promotional item along with RunWalk logo and ATS logo
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Greater Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

Dow RunWalk Medal Sponsor

This tier is exclusive to one company for the designated year.

- Official designation as Race Sponsor
- Company branding on over 2,000 Runners T-shirts
- Company branding on up to 330 medal ribbons handed out to age group winners
- Sponsor recognition in post-race mailing of medals to age group winners
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Midland Dow RunWalk website and social media
- Opportunity to exhibit a sponsor display at the RunWalk Expo
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Promotional Postcard Pick-Up

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