



Sponsorship Tiers 2018

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

Ruby Tier - \$7500 (AVAILABLE)

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**
- **Promotion within Midland Public and area schools physical education (targeted to elementary and middle school Physical Education programs)**
- **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
- Four (4) social media highlights leading up to race day
- 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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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

Club 26.2 (Run/Walk Mile tracking Club) - \$2500 (AVAILABLE)

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

- **Exclusive sponsor of the Club 26.2 (targeted & promoted elementary and middle school youth)**
- **Exclusive company branding on Club promotional materials, Club information, Mile Tracking Cards, T-shirts, press release, social media, Facebook etc...**
- **Promotion within Midland Public and area schools physical education (targeted to elementary and middle school Physical Education programs)**
- Strategic alignment (where applicable) with Greater Midland Dow RunWalk through all printed materials including: Promotional Postcards, Race Booklet, Promotional Posters, Community Center Activities Brochure
- Sponsor recognition on Dow RunWalk website and social media

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
- Four (4) social media highlights leading up to race day
- 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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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

RunWalk VOLUNTEER SPONSOR - \$5000

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
- Sponsor recognition on Dow RunWalk website
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Registration Form Pick-up

Half Marathon - \$3000 (AVAILABLE)

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
- 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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Promotional Postcard Pick-up

Silver Tier - \$3000 (AVAILABLE)

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
- Sponsor recognition on the Greater Midland Dow RunWalk website and social media
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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 - \$1500 (AVAILABLE)

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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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 (AVAILABLE)

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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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 Refueling Station Sponsors - In Kind Donations (AVAILABLE)

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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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 – Davis & Davis Orthodontics

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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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 - \$2000-4000 (dependent on one or two sharing) AVAILABLE
(i.e. water bottle, buff, running gadget)

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
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Greater Midland Dow RunWalk website and social media
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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 - \$2500 (AVAILABLE)

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 (10K, 5Ks, 1M)
- 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
- Recognition as a Greater Midland Community Champion in our seasonal brochure (3x per year)
- 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



May 19, 2018 Sponsorship Reservation Form

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Signature _____ Date _____

Sponsorship opportunities will be reserved on a first-come, first-serve basis for the exclusive tiers. Additional opportunities may be available at the discretion of the Dow RunWalk. For any special requests or questions, please contact Jennifer Adamcik @ 989-832-7937 x2221 or jadamcik@greatermidland.org

Please check and initial the tier you would like to reserve and return to secure your sponsorship!

- | | | | |
|--------------------------|-------------------------------|-------------|------------------------------|
| <input type="checkbox"/> | Platinum (Title)* | | Dow Chemical Company |
| <input type="checkbox"/> | Half Marathon Sponsor* | \$3,000 | OPEN |
| <input type="checkbox"/> | Ruby* (1 Mile Run) | \$7,500 | OPEN |
| <input type="checkbox"/> | Gold* (Tot Trot) | | Dow Corning |
| <input type="checkbox"/> | Volunteer Sponsor* | \$5,000 | Open to One |
| <input type="checkbox"/> | Silver | \$3,000 | Open to Multiple |
| <input type="checkbox"/> | Bronze | \$1,500 | Open to Multiple |
| <input type="checkbox"/> | Supporting | \$ 500 | Open to Multiple |
| <input type="checkbox"/> | Course Water | In Kind | Shays Water Company |
| <input type="checkbox"/> | Refueling Station | In Kind | Open to Multiple |
| | <i>POST-RACE refreshments</i> | | |
| <hr/> | | | <i>List Product Donation</i> |
| <input type="checkbox"/> | Bottled Water Sponsor* | | Davis & Davis Orthodontics |
| <input type="checkbox"/> | Premium Item Sponsor | \$2000-4000 | Open to One or Two |
| <input type="checkbox"/> | Medal Sponsor* | \$2500 | OPEN |
| <input type="checkbox"/> | Club 26.2 youth program* | \$2500 | OPEN |

*Previous year * sponsors have first right of refusal in their sponsorship tiers.

Thank you for choosing to align your organization with the Dow RunWalk! We look forward to partnering with your company in 2018!

Contact Jennifer Adamcik at 989-832-7937 x2221 with any questions or remit payment to
Greater Midland Community Center 2205 Jefferson Avenue Midland MI 48640 Attn: Dow RunWalk