

FAYETTEVILLE RACE SERIES

Sponsor Packet

2017





The City of Fayetteville Parks and Recreation department is seeking sponsorships and donations from supporters and businesses like yours for our newest program, the Fayetteville Race Series. Your support allows us to supply the needs for children and adults to participate in our running, cycling, and multi-sport events being held throughout the year in our parks and on our trails.

This series is comprised of several annual events, each slightly different, offering something for everyone. Prior to 2015, Parks and Recreation had not offered programs of the racing nature. In a place like Fayetteville, where beautiful parks and trails are in abundance, there are many ways to be physically active in the community and we hope to further continue that trend with new events. Fayetteville is fortunate to have several large parks with both paved and soft surface trails ideal for running and biking. Additionally, the city has a great trail system stretching over ten miles in length from the north to the south, passing right through the heart and hub of the community. These features make Fayetteville a great place to offer a variety of race opportunities. The goal of the Fayetteville Race Series is to offer unique events that are different than other fitness events already happening in the area.

By supporting the sports, recreation, and wellness activities in Fayetteville you can play an important role in the lives of our community. With our race series, we hope to increase the amount of support we receive and continue to offer high quality events for the Northwest Arkansas area.

2017 Fayetteville Race Series Events:

Frozen Toes 15k – January 14, 2017

*Square 2 Square Bike Ride – May 13, 2017

Ladies DU Fayetteville – June 11, 2017

Splash & Dash – August 4, 2017

*Square 2 Square Bike Ride – September 16, 2017

Run for the Parks – November 19, 2017

**Additional and different sponsorship packages apply for these two events.*

The City prides itself on being able to offer a variety of opportunities for adults and children alike. We hope for community support to be able to provide and improve our recreation programs this year. Thank you for your consideration in helping the City of Fayetteville further develop its new programs and events.

For more information, feel free to contact us at (479) 444-3463.



City of Fayetteville
Parks and Recreation Department

Fayetteville Race Series

The series is a collection of annual events that vary between running, cycling, and multi-sport activities. Each offers something for everyone! By offering a race series we hope to enhance the already active culture of NWA, while also reaching new audiences. We hope the Fayetteville Race Series will continue to grow into a premier series in the state of Arkansas.

Upcoming Sponsorship Deadlines:

Frozen Toes 15k Trail Run (event date 1/14/17) – **11/30/16**

Ladies DU Fayetteville (event date 6/11/2017) – **3/3/2017**

Start Line Sponsor - \$250

- Logo displayed on promotional materials including but not limited to social media posts, online registration site, fliers, signage, etc.
- On-site activities before/during the event. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Sponsorship listed on Fayetteville Race Series registration website and event website
- One complimentary race registrations for event being sponsored

Finish Line Sponsor - \$250

- Logo displayed on promotional materials including but not limited to social media posts, online registration site, fliers, signage, etc.
- On-site activities during/after the event. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Sponsorship listed on Fayetteville Race Series registration website and event website
- One complimentary race registrations for event being sponsored

Post-Race Celebration Sponsor - \$350

- Logo displayed on promotional materials including but not limited to social media posts, online registration site, fliers, signage, etc.
- On-site activities during/after the event. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Sponsorship listed on Fayetteville Race Series registration website and event website
- Two complimentary race registrations for event being sponsored

Event Sponsor - \$500

- Logo displayed on promotional materials including but not limited to social media posts, online registration site, fliers, signage, etc.
- Logo on event banner(s) displayed at event location
- Company banner (you provide) displayed next to your vendor booth or participant check in areas during the event
- On-site activities before and during the event. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Sponsorship listed on Fayetteville Race Series registration website and event website
- Two complimentary race registrations for event being sponsored

Presenting Sponsor - \$1,000

- Official co-sponsor (along with Parks and Recreation) of the event of your choosing. Parks and Recreation staff will select the events and dates for the six races, presenting sponsors will be allowed to choose an event to co-sponsor in the same order they commit to sponsorship
- Logo displayed on all promotional materials including but not limited to social media posts, online registration site, fliers, signage, etc.
- Company banner (you provide) displayed next to your vendor booth or participant check in areas at the event
- Large logo on event banner displayed at event location one week prior to the event
- Opportunity to announce the official start of the event being co-sponsored
- On-site activities during the events. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Sponsorship listed on Fayetteville Race Series registration website and event website
- Four complimentary race registrations for event being sponsored

Series Sponsor - \$5,000

- Series Sponsor will be given equal recognition with Fayetteville Parks and Recreation on all promotional material related to the series. *i.e.* Fayetteville Parks and Recreation and “Your Name” present the Fayetteville Race Series. This includes all radio, television, social media posts, online registration site, fliers, signage, bus panels, etc.
- Series Sponsor has option to be involved with any and all public relations with local media relating to the Fayetteville Race Series (such as print, tv, or radio interviews)
- Series Sponsor logo (equal size with Parks and Recreation) on race series banners, displayed at event locations one week prior to each event
- Company banner displayed at race location on event date. Will be the only company banner displayed next to the event banner
- Opportunity to introduce the event and announce awards at all races
- On-site activities during the races. Businesses may set up a promotional booth, table, etc. Monies may be exchanged on-site during events
- Sponsorship listed on Fayetteville Race Series registration website and event website
- Two complimentary race registrations for each event in the series

Note: The Series Sponsorship is limited to one business/organization. If a Series Sponsor is confirmed, presenting sponsors and event sponsors will still be permitted for each race.

We are flexible with sponsorship opportunities as well and encourage businesses and organizations to be creative with us in planning their involvement. In addition to financial sponsorship, we are open to In-Kind Product/Service exchanges as well.

In Kind Services to be considered for sponsorship include:

- Graphic Design Services / Printing Services
- Raffle Prize Donations / Participant Packet Items
- Food / Beverage Donations
- Lead/Sweep Vehicle Service (ATV/Scooter)
- Water/Aid Station Support
- Participant and Volunteer meals
- Magazine Advertisement
- Social Media Advertisements
- Radio Advertisements
- T-Shirt Printing (Volunteer shirts)
- Shuttle service for point-to-point rides or races

City of Fayetteville
Parks and Recreation Department

Sponsorship / Donation Form

Thank you for your decision to become a sponsor for Fayetteville Parks and Recreation.

Business Name: _____

Contact Person: _____

Street Address: _____

City: _____ State _____ Zip _____

Email Address: _____

Phone: _____ Cell Phone: _____

Sponsor:

Indicate type of sponsorship: _____

(EX: Event, Presenting, Series, In-Kind)

Indicate the race or event being sponsored: _____

(EX: Splash & Dash, Ladies Duathlon, etc.)

Amount Enclosed: \$ _____

Instructions:

- Please email your logo to tgaulke@fayetteville-ar.gov in **PDF, AI, or JPG** format.
- If you need to be invoiced, please send your logo and registration form, along with a request for an invoice, and one will be mailed to the address listed above.
- Questions: Parks and Recreation Office #: 479-444-3463 or Fax #: 479-521-7714.

In-Kind Sponsorship/Donation:

In-Kind (media, food, printing, participant goodies, etc.) please list what you will provide:

Checks can be made payable to: Fayetteville Parks & Recreation.

Checks can be mailed to:

Fayetteville Parks & Recreation
Attn: Fayetteville Race Series
113 W. Mountain Street
Fayetteville, AR 72701