

Come **RUN** Where The **FUN** Is!



ST. GEORGE RACES

SPONSORSHIP OPPORTUNITIES



St. George

THE BRIGHTER SIDE



SPONSORSHIP LEVELS

	Title	All Star	Pro	Photo	Restaurant	Expo	Bag	Volunteer	Hotel	Course Sponsor	Individual
Title name of race "presented by"	X										
Free race entries	4	2	1		3				3	3	X
Advertising in the runner bags	X	X	X	X	X	X	X	X	X	X	X
Booth at the expo	X			X		4	X	X		X	X
Logo and link on the website year round	X	X	X	X	X	X	X	X	X	X	X
Logo on all printed race materials	X	X				X					X
Logo on front of the race shirts	X										
E-mail blast to all participants	X	X	X	X	X	X		X	X	X	X
Banners out on the course	4	2	1							8	X
Banners up at the event finish area	4	2	1		2				2		X
E-mail blast out to entire race database list	X					X	X				X
Listing in the race brochure as the title sponsor	X										
Name mentioning at the event during all the announcing	X	X	X		X	X			X	X	
Logo on all awards/medals	X										
Logo on back of the race shirts		X	X	X	X		X	X	X	X	X
Booth the finish	X	X		X			X	X			X
Banners up at all the water stations and Turnarounds										X	
Logo on all photos sent out to runners				X							
Ad in race brochure											X
Logo in the year long race brochure					X		X		X		X
Banners out at the Expo	X					8					
Title name of Expo "presented by"						X					
Logo & custom design on all bags handed out at all races						X					
Exclusive design of back of volunteer shirts								X			
Banners and signage at volunteer check in areas								X			
Exclusive volunteer packet fliers and giveaways								X			

QUICK FACTS

<ul style="list-style-type: none"> • BIG RACES ————— Participants % Out of County St. George Half Marathon, 5K and Kids Races 1177 78% Snow Canyon Half Marathon, 5K and Kids Races 1658 73% 	<ul style="list-style-type: none"> • MID RANGE ————— Participants % Out of County Lake to Lake Team Relay 346 91% Shamrock 10K 310 67% Shac Tri 278 70% 	<ul style="list-style-type: none"> • SMALL RACES ————— Participants % Out of County Bikestock 369 4% Road Rage Duathlon 139 68% Ironkids St. George Fun Run 453 Utah Youth Track and Field Meet 750 2% Moonlight 5k 173 26% Move It Kids Race and I am Able Marathon 450 St. George Cross Fit Games N/A Turkey Trot 550 6% Last one Standing Ultra Marathon N/A Trick or Tri 278 56% Uncle Sam 4K 276 35%
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Go to: www.sgcity.org/races to place your advertisement order.
For more information or questions, contact Aaron Metler : 435.627.4500



VOLUNTEER SPONSORSHIP OPPORTUNITIES

Title Volunteer Sponsorship Big Race - 2 @ \$1,000 / Value \$1,250

- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants
- Exclusive design of back of volunteer shirts
- Banners and signage at volunteer check in areas
- Exclusive volunteer packet fliers and giveaways

FACTS

2,000-3,000 participants
 5,000-7,500 family members/ spectators
 7,000-10,500 Total event people
 200 volunteers

Title Volunteer Sponsorship Level Mid Range Race - 3 @ \$500 / Value \$625

- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants
- Exclusive design of back of volunteer shirts
- Banners and signage at volunteer check in areas
- Exclusive volunteer packet fliers and giveaways

FACTS

500-800 participants
 1,250-2,000 family members/ spectators
 1,750-2,800 Total event people
 100 volunteers

Title Volunteer Sponsorship Level Small Race - 7 @ \$250 / Trade Value \$313

- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants
- Exclusive design of back of volunteer shirts
- Banners and signage at volunteer check in areas
- Exclusive volunteer packet fliers and giveaways

FACTS

100-400 participants
 250-900 family members/ spectators
 350-1,300 Total event people
 50 volunteers

For info contact **Aaron Metler** at: 435.627.4500



TITLE SPONSORSHIP OPPORTUNITIES

Title Sponsor Level Big Race - 2 @ \$3,000 / Trade Value \$3,750

- Title name of race "presented by"
- 4 Free race entry's
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on front of the race shirts
- E-mail blast to all participants
- 4 Banners out on the course
- 4 Banners up at the event Finish area
- E-mail blast out to entire race database list
- Listing in the race brochure as the title sponsor
- Name mentioning at the event during all the announcing
- Logo on all awards / medals

FACTS

2,000-3,000 participants
5,000-7,500 family members/ spectators
7,000- 10,500 Total event people
\$1 per runner to target

Title Sponsor Level Mid Range Race -3 @ \$800 / Trade Value \$1,000

- Title name of race "presented by"
- 4 Free race entry's
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on front of the race shirts
- E-mail blast to all participants
- 4 Banners out on the course
- 4 Banners up at the event Finish area
- E-mail blast out to entire race database list
- Listing in the race brochure as the title sponsor
- Name mentioning at the event during all the announcing
- Logo on all awards / medals

FACTS

500-800 participants
1,250-2,000 family members/ spectators
1,750-2,800 Total event people
\$1 per runner to target

Title Sponsor Level Small Race - 7 @ \$400 / Trade Value \$500

- Title name of race "presented by"
- 4 Free race entry's
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on front of the race shirts
- E-mail blast to all participants
- 4 Banners out on the course
- 4 Banners up at the event Finish area
- E-mail blast out to entire race database list
- Listing in the race brochure as the title sponsor
- Name mentioning at the event during all the announcing
- Logo on all awards / medals

FACTS

100-400 participants
250- 900 family members/ spectators
350- 1,300 Total event people
\$1 per runner to target

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RESTAURANT SPONSORSHIP OPPORTUNITIES

Restaurant Title Sponsorship Bigger Race

2 @ \$800 of awards gift cards / 10-12 meal certificates for staff meeting after event / Discount offered for race participants to sponsored race

- Logo in the year long race brochure
- Logo on shirt for event sponsoring
- Website logo and link on restaurant page
- Direct logo and link on title race page
- Flier in swag bags for title race
- 2 Banners at finish area of title race
- E-mail blasts to all participants listing as title race sponsor
- 3 Free race entries into the title sponsored race
- Name announced as title restaurant sponsor during event

FACTS

*2,000-3,000 Participants
5,000-7,500 Family members / spectators
7,000-10,500 Potential customers*

Restaurant Title Sponsorship Mid Range Race

3 @ \$300 of awards gift cards / 10-12 meal certificates for staff meeting after event / Discount offered for race participants to sponsored race

- Logo in the year long race brochure
- Logo on shirt for event sponsoring
- Website logo and link on restaurant page
- Direct logo and link on title race page
- Flier in swag bags for title race
- 2 Banners at finish area of title race
- E-mail blasts to all participants listing as title race sponsor
- 3 Free race entries into the title sponsored race
- Name announced as title restaurant sponsor during event

FACTS

*500-800 Participants
1,250-2,000 Family members/ spectators
1,750-2,800 Potential customers*

Restaurant Title Sponsorship Smaller Race

7 @ \$150 of awards gift cards / 10-12 meal certificates for staff meeting after event / Discount offered for race participants to sponsored race

- Logo in the year long race brochure
- Logo on shirt for event sponsoring
- Website logo and link on restaurant page
- Direct logo and link on title race page
- Flier in swag bags for title race
- 2 Banners at finish area of title race
- E-mail blasts to all participants listing as title race sponsor
- 3 Free race entries into the title sponsored race
- Name announced as title restaurant sponsor during event

FACTS

*100-400 Participants
250-900 Family members/ spectators
350-1,300 Potential customers*

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PRO SPONSORSHIP OPPORTUNITIES

Pro Sponsorship Level Big Race - 2 @ \$750 / Trade Value \$940

- 1 Free race entry
- Advertising in runner bags
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants
- 1 Banners out on the course
- 1 Banners up at the event Finish area
- Name mentioning at the event during all the announcing

FACTS

2,000-3,000 participants
5,000-7,500 family members/ spectators
7,000-10,500 Total event people
\$.25 per runner to target

Pro Sponsorship Level Mid Range Race - 3 @ \$200 / Trade Value \$250

- 1 Free race entry
- Advertising in runner bags
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants
- 1 Banners out on the course
- 1 Banners up at the event Finish area
- Name mentioning at the event during all the announcing

FACTS

500-800 participants
1,250-2,000 family members/ spectators
1,750-2,800 Total event people
\$.25 per runner to target

Pro Sponsorship Level Small Race - 7 @ \$100 / Trade Value \$125

- 1 Free race entry
- Advertising in runner bags
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants
- 1 Banners out on the course
- 1 Banners up at the event Finish area
- Name mentioning at the event during all the announcing

FACTS

100-400 participants
250-900 family members/ spectators
350-1,300 Total event people
\$.25 per runner to target

For info contact Aaron Metler at: 435.627.4500





PHOTO SPONSORSHIP OPPORTUNITIES

Title Photo Sponsorship Big Race - 2 @ \$2,000 / Trade Value \$2,500

- Logo on all photos sent out to runners
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants

FACTS

2,000-3,000 participants
5,000-7,500 family members/ spectators
7,000-10,500 Total event people
\$1 per runner to target
4000 photos
10,000+ impressions

Title Photo Sponsorship Level Mid Range Race - 3 @ \$500 / Trade Value \$625

- Logo on all photos sent out to runners
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants

FACTS

500-800 participants
1,250-2,000 family members/ spectators
1,750-2,800 Total event people
\$1 per runner to target
1000 photos
2500+ impressions

Title Photo Sponsorship Level Small Race - 7 @ \$200 / Trade Value \$250

- Logo on all photos sent out to runners
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of the race shirts
- E-mail blast to all participants

FACTS

100-400 participants
250-900 family members/ spectators
350-1,300 Total event people
\$1 per runner to target
400 photos
1000+ impressions

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INDIVIDUAL SPONSORSHIP OPPORTUNITIES



Big Races - 2

<u>Logo Options</u>	Cash	Trade
Website Year Round	1,000	\$1,250.00
Back of race shirt	\$500	\$625.00
Banner at event	\$300	\$375.00

Mass Contact Options

E-mail Blast w/Logo & link	\$800	\$1,000.00
Swag Bags	\$300	\$375.00
Ad in Race Brochure	\$400	\$500.00

Direct Contact

Expo Booth	\$200	\$250.00
Finish Area Booth	\$150	\$187.50
Item giveaways	Free	Free

FACTS

2,000-3,000 participants
5,000-7,500 family members/ spectators
7,000-10,500 Total event people

Mid Range Races - 3

<u>Logo Options</u>	Cash	Trade
Website Year Round	\$700	\$1,000.00
Back of race shirt	\$300	\$500.00
Banner at event	\$200	\$300.00

Mass Contact Options

E-mail Blast w/Logo & link	\$600	\$1,000.00
Swag Bags	\$200	\$300.00
Ad in Race Brochure	\$400	\$500.00

Direct Contact

Expo Booth	\$150	\$250.00
Finish Area Booth	\$150	\$187.50
Item giveaways	Free	Free

FACTS

500-800 participants,
250-2,000 family members/ spectators
1,750-2,800 Total event people

Small Races - 7

<u>Logo Options</u>	Cash	Trade
Website Year Round	\$500	\$800.00
Back of race shirt	\$100	\$300.00
Banner at event	\$100	\$200.00

Mass Contact Options

E-mail Blast w/Logo & link	\$400	\$1,000.00
Swag Bags	\$100	\$300.00
Ad in brochure full	\$800	\$1,000.00
Ad in brochure half	\$600	\$750.00
Ad in brochure quarter	\$400	\$500.00

Direct Contact

Expo Booth	\$100	\$250.00
Finish Area Booth	\$100	\$187.50
Item giveaways	Free	Free

FACTS

100-400 participants
250-900 family members/ spectators
350-1,300 Total event people

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HOTEL SPONSORSHIP OPPORTUNITIES

Hotel Title Sponsorship Big Race

2 @ \$800 • 6 Hotel rooms • 20% discount offered to all races

- Logo in the year long race brochure
- Logo on shirt for event sponsoring
- Website logo and link on Hotel Page
- Direct logo and link on title race page
- Flier in swag bags for title race
- 2 Banners at finish area of title race
- E-mail blasts to all participants listing as title race sponsor
- 3 Free race entries into the title sponsored race
- Name announced as title hotel sponsor during event

FACTS

2,000-3,000 Participants

5,000-7,500 Family members / spectators

85% Out of town attendance

8925 Potential guests

Hotel Title Sponsorship Mid Range Race

3 @ \$300 • 6 Hotel rooms • 20% discount offered to all races

- Logo in the year long race brochure
- Logo on shirt for event sponsoring
- Website logo and link on Hotel Page
- Direct logo and link on title race page
- Flier in swag bags for title race
- 2 Banners at finish area of title race
- E-mail blasts to all participants listing as title race sponsor
- 3 Free race entries into the title sponsored race
- Name announced as title hotel sponsor during event

FACTS

500-800 Participants

1,250-2,000 Family members / spectators

75% Out of town attendance

2100 Potential guests

Hotel Title Sponsorship Smaller Race

5 @ \$150 • 6 Hotel rooms • 20% discount offered to all races

- Logo in the year long race brochure
- Logo on shirt for event sponsoring
- Website logo and link on Hotel Page
- Direct logo and link on title race page
- Flier in swag bags for title race
- 2 Banners at finish area of title race
- E-mail blasts to all participants listing as title race sponsor
- 3 Free race entries into the title sponsored race
- Name announced as title hotel sponsor during event

FACTS

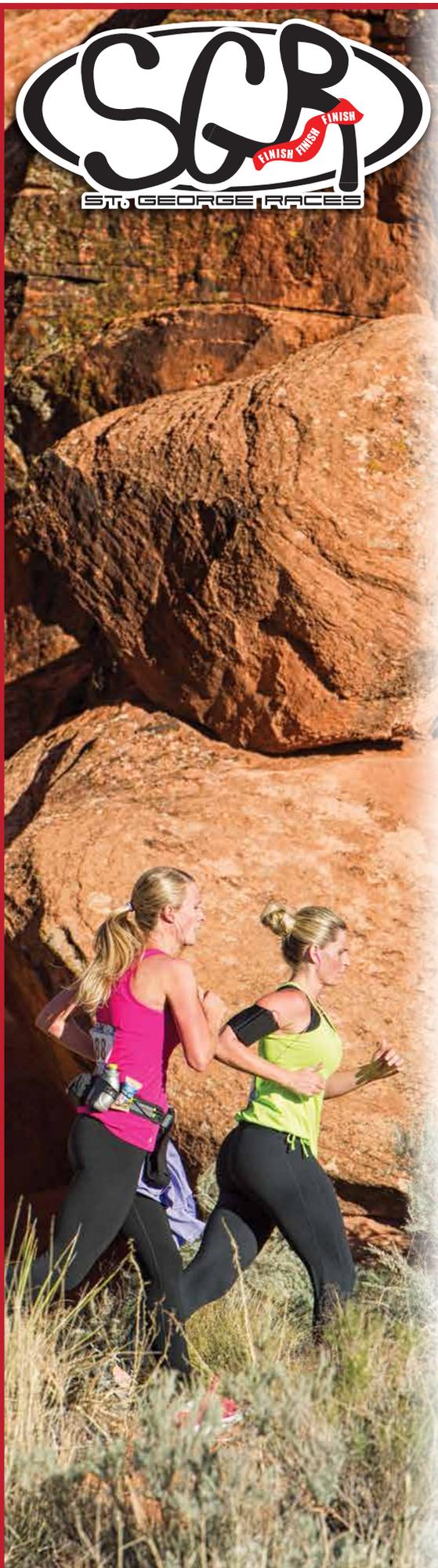
100-400 Participants

250-900 Family members/ spectators

70% Out of town attendance

910 Potential guests

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EXPO SPONSORSHIP OPPORTUNITIES

Title Expo Sponsorship Level Big Race -2 @ \$1,000 / Trade Value \$1,250

- 4 booths at the expo
- Advertising in runner bags
- Logo and link on the website year round
- Logo on all printed race materials
- E-mail blast to all participants
- 4 Banners out front of the expo
- 4 Banners up at the expo
- E-mail blast out to entire race database list
- Name mentioning at the event during all the announcing
- Title name of expo presented by
- Title name of expo presented by

FACTS

2,000-3,000 participants
5,000-7,500 family members/ spectators
7,000-10,500 Total event people



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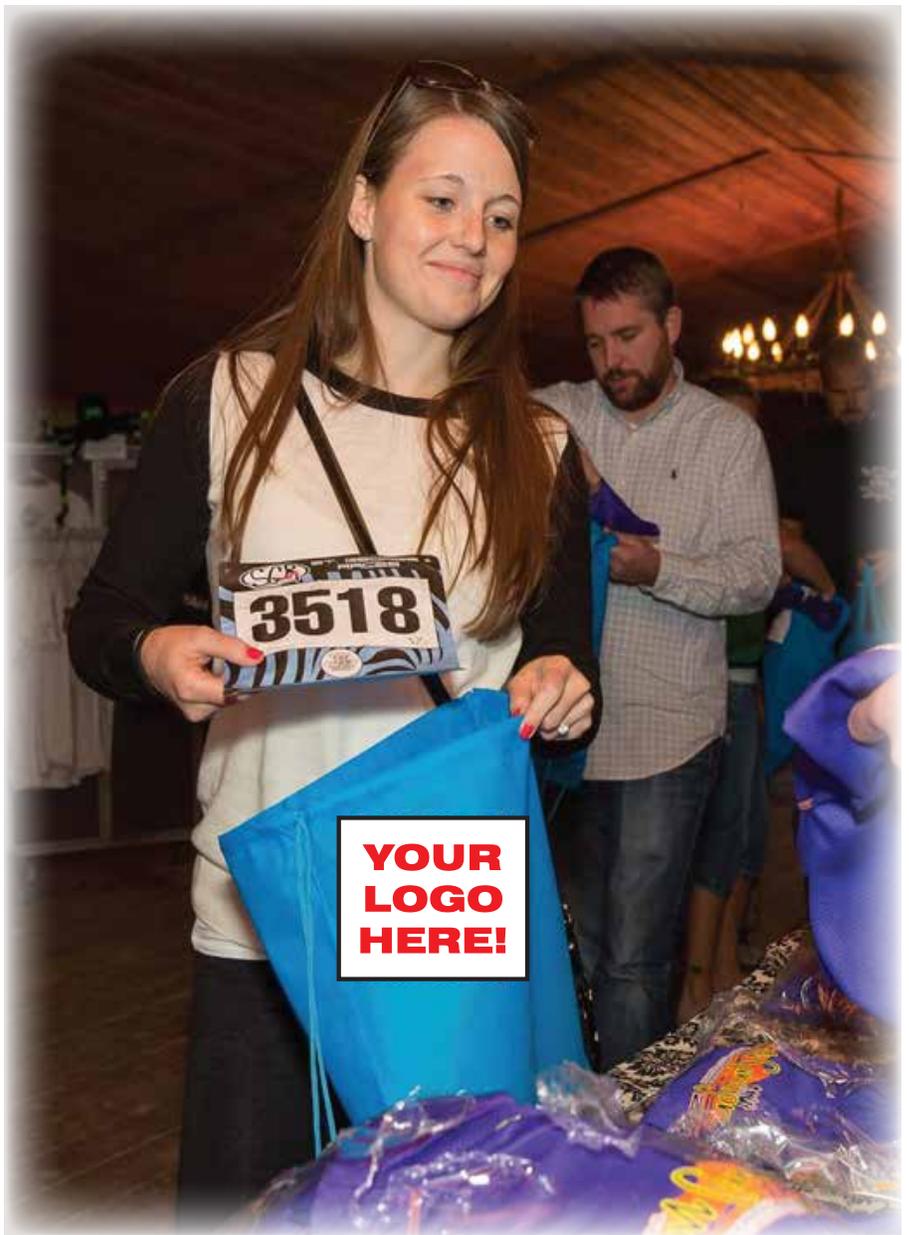
BAG SPONSORSHIP OPPORTUNITIES

Title Race Bag Sponsorship All Races - 1 @ \$7,000 / Value \$8,750

- Logo and custom design on all bag giveaways handed out at ALL races
- Advertising in runner bags
- Booth at the expo and at the finish
- Logo and link on the website year round
- Logo on back of all of the race shirts
- E-mail blast to all main list
- Logo in Year round race brochure

FACTS

*10,000 Participants
15,000 family members/ spectators
25,000 Total event people
75,000+ Impressions*



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ALL STAR SPONSORSHIP OPPORTUNITIES

All Star Sponsor Level Big Race - 2 @ \$1,500 / Trade Value \$1,875

- 2 Free race entry's
- Advertising in runner bags
- Booth at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on back of the race shirts
- E-mail blast to all participants
- 2 Banners out on the course
- 2 Banners up at the event Finish area
- Name mentioning at the event during all the announcing

FACTS

2,000-3,000 participants
5,000-7,500 family members/ spectators
7,000-10,500 Total event people
\$.50 per runner to target

All Star Sponsor Level Mid Range Race - 3 @ \$400 / Trade Value \$500

- 2 Free race entry's
- Advertising in runner bags
- Booth at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on back of the race shirts
- E-mail blast to all participants
- 2 Banners out on the course
- 2 Banners up at the event Finish area
- Name mentioning at the event during all the announcing

FACTS

500-800 participants
1,250-2,000 family members/ spectators
1,750-2,800 Total event people
\$.50 per runner to target

All Star Sponsor Level Small Race - 7 @ \$200 / Trade Value \$250

- 2 Free race entry's
- Advertising in runner bags
- Booth at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on back of the race shirts
- E-mail blast to all participants
- 2 Banners out on the course
- 2 Banners up at the event Finish area
- Name mentioning at the event during all the announcing

FACTS

250- 900 family members/ spectators
350- 1,300 Total event people
\$.50 per runner to target

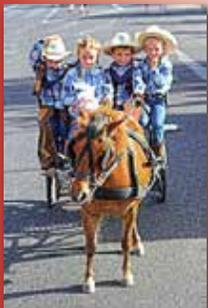
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4th OF JULY CELEBRATION

SPONSOR OPPORTUNITIES



PARADE: 1 @ \$1000

Facts: 65 Floats / 5,000-8,000 Attendance / 90 Minute Parade

- 8 banners on parade route
- Title naming of parade presented by
- Website logo and link
- Name mentioning at the event during all the announcing
- Email blast listed as title sponsor

CONTEST: 4 @ \$500.00

Facts: 4 Contest / 500-1,000 Spectators / 200 Participants

- Website logo and link
- Name mentioning at the event during all the announcing
- Title naming of contest presented by
- Logo on all awards
- Email blast listed as title sponsor

TALENT SHOW: 1 @ \$500

Facts: 50 Participants / 500-1,000 Spectators

- Website logo and link
- Name mentioning at the event during all the announcing
- Title name of talent show presented by
- Logo on all awards
- Email blast listed as title sponsor

UNCLE SAM 4K: 1 @ \$1000

*Facts: 300 Entries / 1,000 Spectators / 4K on the Parade Route
Shirts Worn Around Town and Kept for Future Exposure*

- Advertising in runner bags
- Booth at the finish
- Logo and link on the website year round
- Logo on all printed race materials
- Logo on front of the race shirts
- E-mail blast to all participants
- Banner at the aid station
- 4 Banners up at the event
- Website logo and link
- Name mentioning at the event during all the announcing
- Title name of race presented by
- Logo on all awards

GAMES: 20 @ \$200

*Facts: 20 Different Games / 15,000-20,000 participants
This year will include water games at Town Square, free games at Vernon Worthen Park and Town Square*

- 2 Banners placed at games area
- Website logo and link
- Name mentioning at the event during all the announcing
- Title name of games presented by
- Logo'd items for prizes at all games
- Email blast listed as title sponsor

ADDITIONAL SPONSOR: Many @ Any

Prize sponsor marketing through coupons

For info contact Aaron Metler at: 435.627.4500