



2024

# SPONSORSHIP OPPORTUNITIES

RUN3RD ALLIANCE STRIVES TO EMPOWER YOUTH THROUGH AFTER-SCHOOL RUNNING PROGRAMS THAT CHAMPION STUDENTS TO DISCOVER THEIR GRIT, BUILD MEANINGFUL RELATIONSHIPS, AND INSPIRE HEALTHY COMMUNITIES.

## 10TH ANNUAL RUN3RD 5K

BENEFITING RUN3RD ALLIANCE, A 501(C)3 NONPROFIT





RUN3rd 5K

# 10TH ANNUAL RUN3RD 5K

BENEFITING RUN3RD ALLIANCE, A 501(C)3 NONPROFIT

Saturday, April 6th, 2024 - 7am-11am

Mountain View High School - Mesa, AZ

## We greatly appreciate you taking a moment to consider sponsoring the 10th Annual RUN3rd 5k!



Your sponsorship is vital to the success of this event, which supports RUN3rd Alliance. RUN3rd Alliance is a 501(c)3 nonprofit organization (EIN - 82-0962991). RUN3rd Alliance strives to empower youth through after school running programs that champion students to discover their grit, build meaningful relationships, and inspire healthy communities.

### Why sponsor RUN3rd?

The money raised from this event will support our after-school running programs and allow coaches to provide a free opportunity for students in their community. Students who participate in these running programs receive a running-based curriculum that teaches valuable life skills incorporating Sean Astin's RUN3rd mission as well as a team shirt and incentives to celebrate their successes. Funds are also used to provide scholarships for underprivileged students to participate in this event.



### #RUN3rd

#RUN3rd is an inspirational Twitter campaign, a global movement sharing dedications made on behalf of people's loved ones, causes and ideas. It was started by actor Sean Astin in January 2012, and has grown to encompass thousands of runners, walkers and others around the globe who have taken its meaning and mission into their hearts.



I run 1st for myself  
I run 2nd for my family  
I #RUN3rd for YOU!



POTENTIAL SPONSOR



# 2024 RUN3rd 5k Sponsorship Opportunities

## Bronze Level Sponsor

**\$250**

- Vendor booth space at Start & Race Finish
- Sponsor provided items or flyers in participant goody bag
- Company promoted by emcee during Race Day announcements

## Silver Level Sponsor

**\$500**

- Vendor booth space at Start & Race Finish
- Sponsor provided items or flyers in participant goody bag
- Company promoted by emcee during Race Day announcements
- Company promoted on one social media post
- Company name/logo on event t-shirt (**2/28/24 deadline**)
- Logo on jumbotron race day along with all other sponsors at this level





# 2024 RUN3rd 5k Sponsorship Opportunities

## Gold Level Sponsor

**\$1,000**

- Vendor booth space at Packet Pick-up
- Vendor booth space at Start & Race Finish
- Sponsor provided items or flyers in participant goody bag
- Company promoted by emcee during Race Day announcements
- Company promoted on one social media post
- Company name/logo on event t-shirt (**2/28/24 deadline**)
- Company name, logo and hyperlink in one email to participants
- Company name, logo and hyperlink on webpage
- Signed thank you from actor Sean Astin
- Logo on jumbotron race day

#RUN3rd





# 2024 RUN3rd 5k Sponsorship Opportunities

## Platinum Level Sponsor

**\$1,500**

- Vendor booth space at Packet Pick-up
- Vendor booth space at Start & Race Finish
- Sponsor provided items or flyers in participant goody bag
- Company promoted by emcee during Race Day announcements
- Company promoted twice on social media
- Company name/logo on event t-shirt **(2/28/24 deadline)**
- Company name, logo and hyperlink in two emails to participants
- Company name, logo and hyperlink on webpage
- Signed & Personalized thank you from actor Sean Astin
- Category exclusivity from date of agreement
- Company name/logo on race day banners
- Company name/logo on race bib
- 2 free race entries
- 15 second commercial spot on jumbotron race day







# 2024 RUN3rd 5k Sponsorship Opportunities

## Presenting Sponsor

**\$3,000**

- Choice of vendor booth space at Packet Pick-up
- Choice of vendor booth space at Start & Race Finish
- Sponsor provided items or flyers in participant goody bag
- Company promoted by emcee during Race Day announcements
- Company promoted in 5 social media posts
- Company name/logo on event t-shirt **(2/28/24 deadline)**
- Company name, logo and hyperlink in **ALL** emails to participants
- Company name, logo and hyperlink on webpage
- Signed & Personalized thank you from actor Sean Astin
- Category exclusivity from date of agreement
- Company name/logo on race day banners
- Company name/logo on race bib
- 5 free race entries
- 30 second commercial spot on jumbotron race day
- Company name/logo on jumbotron throughout race morning
- Company name/logo on EnMotive Registration Page and Race Registration Confirmation page
- Company name/logo on Runner's Certificate of Completion
- Company name/logo on Finish Line Tape





**RUN3rd 5K**

# 10TH ANNUAL RUN3RD 5K

BENEFITING RUN3RD ALLIANCE, A 501(C)3 NONPROFIT

## Sponsorship Agreement

### Sponsor Information

Company Name: \_\_\_\_\_

Company Type: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook Page: \_\_\_\_\_ Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_ High Res Logo Sent:  Yes  No

### Sponsorship Level

\_\_\_\_\_ Presenting (\$3,000)

\_\_\_\_\_ Platinum (\$1,500)

\_\_\_\_\_ Gold (\$1000)\*

\_\_\_\_\_ Silver (\$500)\*

\_\_\_\_\_ Bronze (\$250)\*

*\*In-kind donation accepted*

If making an in-kind donation, please list items and monetary value:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*\*Checks payable to RUN3rd Alliance*

### Terms

- All money is due at time of contract
- #RUN3rd 5k, RUN3rd Alliance, Sean Astin, Mesa Public Schools and the City of Mesa are not responsible for costs or damages your company may incur during the event
- All sponsor incentive gifts are the responsibility of RUN3rd Alliance. Sean Astin is solely a participant and supporter of this event. He is not to be held legally or financially responsible for any promises or guarantees made by the race directors.
- In-kind donations are accepted for Gold, Silver and Bronze sponsorship levels and could include: products donated to after-school running programs (shoes, race entries, nutrition, gear), products donated to the event (refreshments, aid station supplies, awards), items or gift cards to use in the silent auction and family entertainment for the expo (bounce house, balloons, face painting, DJ, etc).

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#RUN3rd Representative: \_\_\_\_\_

Date: \_\_\_\_\_



**Saturday, April 6, 2024 - 7am-11am Mountain View High School - Mesa, AZ**