

# Sponsorship Tiers 2011



## 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: **Midland Community Center's 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 Midland Community Center's Dow *RunWalk* through all printed materials including
  - Registration Forms (15,000+) – Company logo
  - Race Series Registration Forms and all Promotional Pieces
  - Race Booklet – Company logo
  - Promotional Posters (350) – Company logo
  - Newspaper Ads
  - Midland Community Center Activities Brochure
- Recognition as Title Sponsor of Dow *RunWalk* on Midland Community Center's website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Registration Form Pick-up

## Diamond Tier

## MidMichigan Medical Center

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

- Official recognition as our Diamond Sponsor
- **Co-sponsor and host location (if desired) of pre-race training program**
- **Extensive branding at the Health & Fitness Fair held on race morning and marketed as one of the keystone events**
- **Opportunities for exhibits, hands-on displays, interactive or information activities for guests - showcasing your company's various services**
- **Exclusive company branding on Volunteer T-shirts (over 200 shirts)**
- **Volunteer Sponsor of all Water Stations with the opportunity to have company's logo on site**
- Company branding on over 2,000 Runner T-shirts
- Company logo displayed at the Start & Finish Line and on Health & Fitness Fair banner
- Company banners displayed prominently at Post-Race Activities area
- Strategic alignment with the Midland Community Center's Dow *RunWalk* through all printed materials including:
  - Registration Forms (15,000+) – Company logo
  - Race Booklet – Company logo
  - Promotional Posters (350) – Company logo
  - Newspaper Ads
  - Midland Community Center Activities Brochure
- Sponsor recognition on Midland Community Center's Dow *RunWalk* website
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Registration Form 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 Fun Run, which offers all youth 14 and under free entry to this race**
- **Exclusive company branding on 1 Mile Fun 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 Fun Run participant ribbons**
- **Extensive branding to all 1 Mile Fun 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 Midland Community Center’s Dow *RunWalk* through all printed materials including:
  - Registration Forms (15,000+) – Company logo
  - Race Booklet – Company logo
  - Promotional Posters (350) – Company logo
  - Newspaper Ads
  - Midland Community Center Activities Brochure
- Sponsor recognition on Midland Community Center’s Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Registration Form 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**
- **Extensive branding for all Tot Trotters by packing all participants “goodies” into Company Logoed bags**
- **Company banner displayed at the Tot Trot location**
- 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 Midland Community Center’s Dow *RunWalk* through all printed materials including:
  - Registration Forms (15,000+) – Company logo
  - Race Booklet – Company logo
  - Promotional Posters (350) – Company logo
  - Newspaper Ads
  - Midland Community Center Activities Brochure
- Sponsor recognition on Midland Community Center’s Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runner & volunteer goodie bags
- Official location for Registration Form 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 Midland Community Center's Dow *RunWalk* through all printed materials including:
  - Registration Forms (15,000+) – Company logo
  - Race Booklet – Company logo
  - Promotional Posters (350) – Company logo
  - Newspaper Ads
  - Midland Community Center Activities Brochure
- Sponsor recognition on the Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners & volunteer goodie bags
- Official location for Registration Form 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 Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Registration Form 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 Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners and volunteers goodie bags

## **Course Water Station Sponsor**

**Shay Water Company**

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

- Opportunity to provide 10 water coolers and 30 (5 gallon) jugs of water
- Opportunity to provide paper cups with company logo imprinted (5,000 needed)
- Official designation as Race Sponsor
- Company branding at each of the three (3) course water stations Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners and 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.

- Company branding on 3,500 pre-packaged water bottles to be given to each participant post-race
- Opportunity to provide post-race refreshments (i.e. fruit, bagels, water etc....) TBD
- 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 Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Registration Form Pick-Up

## **"Green" Bag Sponsor**

## **Price to be determined**

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

- Official designation as Race Sponsor
- Company branding on over 3,000 reusable bags
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Registration Form Pick-Up

## **Water Bottle Sponsor**

## **McArdle**

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

- Official designation as Race Sponsor
- Company branding on up to 3,000 Water Bottles along with *RunWalk* logo
- Sponsor recognition printed in the annual Race Booklet
- Sponsor recognition in the Midland Community Center's Dow *RunWalk* website
- Opportunity to exhibit a sponsor display at the Health & Fitness Fair
- Opportunity to include any promotional items in the runners and volunteer goodie bags
- Official location for Registration Form Pick-Up