



February 15th, 2019

Re: Run New Prague Sponsorship Opportunities

Dear Members,

We are gearing up for the 34th Annual New Prague Half Marathon, 10K, 5K and Kids Fun Run on Saturday, May 4th, 2019. We are, again, part of the Minnesota Distance Running Association Grand Prix, which brings us many dedicated runners.

We are excited to have our third annual post-race party for runners and spectators to enjoy. Our goal is to grow this portion of the event each year as interest grows among local businesses and organizations. We've listened to our runners and local community members in regard to what they'd like to see in the park for this event. Our goal is to encourage people from all over to come run and stay for a while to enjoy what New Prague has to offer but we need your help!

Please consider sponsorship of this fantastic local event. We enjoyed participation from over 600 runners in 2018 and look forward to seeing more from all over Minnesota and other parts of the US in 2019.

Many of these runners are your customers and are local!

In 2019, we will again offer two exclusive sponsorship opportunities and are adding the Race Packet sponsor option!

For \$900 you will receive everything at the Gold level plus exclusive rights to your sponsorship title (1 business per title. First come, first served).

- Beverage Sponsor
- Post-Race Party Sponsor

For \$750, your business name and logo will appear on the back of all race shirts (about 700), on our website: www.runnewprague.com, on a banner hung at the finish line for all runners and spectators to see. We will also send e-mail blasts that include your logo to the registered runners prior to the race. All sponsors also receive the runner database of addresses to use for marketing purposes.

All sponsors have an opportunity to exhibit at our packet pick up on May 3rd, 2019 in Memorial Park. Sponsors are also welcome and encouraged to exhibit at the post-race party on race day. Please provide your own tent, if needed.

I've attached a sponsorship interest form with this letter. Please return by **MARCH 15TH, 2019**. If you have any questions please don't hesitate to contact me at 758-4360 or bsticha@newprague.com.

Sincerely,

Brooke Sticha,
Executive Director



run new prague

34th Annual New Prague Half Marathon, 10K, and 5K Sponsorship Levels May 4th, 2019

____ Exclusive Sponsor - \$900

- Beverage Sponsor
- Post-race Party Sponsor

____ Gold Level Sponsor - \$750

- Business name and logo (*larger size*) on the back of the New Prague Half Marathon, 10K, 5K shirt.
- *Business name and logo* on event website, social media posts, and registration page.
- Promotion on KCHK/KRDS radio and in local advertising.
- *Logo added to all email marketing efforts.*
- Recognition by MC during the race announcements.
- Logo listed on a banner at the finish line.
- Business name and logo on *3 cows* in Memorial Park.
- Up to *5 free* entries in the Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

____ Silver Level Sponsor - \$450

- Business name and logo (*medium size*) on the back of the New Prague Half Marathon, 10K, 5K shirt.
- *Business name* on event website and social media posts.
- Promotion on KCHK/KRDS radio and in local advertising.
- Recognition by MC during the race announcements.
- Logo listed on a banner at the finish line.
- Business name and logo on *1 cow* in Memorial Park.
- Up to *3 free* entries in the Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

____ Bronze Level Sponsor - \$150

- Business name on event website.
- Promotion on KCHK/KRDS radio.
- Recognition by MC during the race announcements.
- Logo listed on banner hung at finish line.
- One (*1*) *free* entry in the Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

____ Race Friend - \$75

- Business name on event website
- Recognition by MC during the race announcements.
- Business listed in the post-race thank you ad in the New Prague Times

____ Race Packet Sponsor - \$50

- Promotional items placed into 500+ race packets and/or included on post card inserted into race packets.
Please call the Chamber at 758-4360 for more information.

Business Name: _____

Address: _____ Phone: _____

Please return to the New Prague Chamber of Commerce
101 East Main Street, New Prague, MN 56071

DEADLINE: MARCH 15TH, 2019