

2017 RACE SPONSORSHIP OPPORTUNITIES

October 28, 2017 | NorthPark Center, Dallas, TX

Sponsorship Benefits

	Presenting \$100,000 (Exclusive)	Premier \$75,000 (Exclusive)	Marathoner \$50,000	Sprinter \$35,000	Runner \$25,000	Jogger \$10,000	Speed Walker \$5,000
Company Logo on Race Bib*	Front	Back	Back	Back			
Recognition on Race T-Shirt*	Logo	Logo	Logo	Logo	Logo	Logo	Name
Logo on Main Stage Banner	●	●	●	●			
Recognition in Race Day Script	●	●					
Start Line - 5k Race	●						
Main Stage Speaking Opportunity for Company Representative	●	●					
Recognition in Race Press Release	●						
Recognition in Race Emails & Print Advertising	●						
Survivor Tent Sponsor (Tent Only)	●						
Logo on Start Line Banner	●						
Recognition on Race Sponsor Webpage w/link to Company Website	Logo	Logo	Logo	Logo	Logo	Logo	Name
Recognition on Race Posters (500)	Logo	Logo					
Recognition on Race Postcards (10,000)	Logo	Logo	Name				
Race Day Expo Booth **	10x20	10x20	10x20	10x10	10x10	10x10	10x10
Product Sampling From Expo Booth (Subject to Affiliate Approval)	●	●	●	●	●	●	●
Company Provided Banner On Race Site (Max size 8'x3')**	12	8	6	5	4	2	1
Product Sampling In Survivor Gift Bags	●	●	●	●	●	●	●
Complimentary Race Registrations	50	35	20	15	10	5	2
Complimentary VIP Parking Passes	12	10	8	6	4	2	1

Other Sponsorship Opportunities

Media, Targeted and In-Kind sponsorship opportunities are available and can be tailor-made to suit your organization's needs. Please contact Robin Hansen, Development Manager, at rhansen@komen-dallas.org.

*A completed sponsor contract must be received by **July 7, 2017** for inclusion on printed materials.

**Location of placement is determined by the Affiliate

18,000
Attendees
at the
2016 Race

72%
of Attendees
Were
Women

28%
of Attendees
Were
Men

650
Kids Under
13 years old

654
Teams

2,800+
Average
Website
Views
Per Day*

*Aug. 1st-Nov. 15th

To discuss Race sponsorship opportunities, contact Robin Hansen at 496-619-3912 or rhansen@komen-dallas.org