# Cajun Road Runners Club

Dear Sponsor,

We are contacting you regarding a unique sponsorship opportunity for you and your business. Cajun Road Runners Club hosts three races from September to January: **Big Pete's 8k, Cajun Cup 10k, and Al Comeaux LA10**. These races attract numerous runners who are involved in the Lafayette community and surrounding areas.

Previous races have drawn upwards of 1,000 runners and as many spectators. This is a great opportunity to spotlight your business.

We are inviting you to be a Cajun Road Runners Club sponsor! The following pages include our sponsorship opportunities for you and your business.

Opportunities are broken down by race and then by sponsorship level. The final page includes race dates and locations. We appreciate you taking the time to view the sponsorship levels. We cannot wait to work with you.

Thank you, Cajun Road Runners Club

# Trown Crown Challenge

# Marathon Level \$1,200

Name on medal Logo on sponsor board Logo on website with link 6 race entries Company Name on water station Company Name on mile marker Billboard recognition (as available)

# Half Marathon Level \$600

Logo on sponsor board Logo on website with link 4 race entries Company Name on water station Company Name on mile marker

# CAJUN ROAD RUNNERS CLUB

\*\*\*Logos or artwork must be received by September 1\*\*\*

# 8K Level \$300

Logo on sponsor board Logo on website with link 3 race entries

## 5K Level \$150

Logo on sponsor board 2 race entries

### Marathon, Half Marathon, 8k and 5k Level Sponsors:

If you are interested in a booth let us know so we can make the proper arrangements



## Marathon Level \$450

Logo on sponsor board

Marathon, Half Marathon, and 8k Level Sponsors:

If you are interested in a booth let us know so we can make the proper arrangements Logo on website with link 6 race entries Company Name on water station Company Name on mile marker Billboard recognition (as available)

# Half Marathon Level \$250

Logo on sponsor board Logo on website with link 4 race entries

# 8K Level \$150

Logo on sponsor board

2 race entries

# Booth Only \$100



\*\*\*Logos or artwork must be received by September 1\*\*\*



#### Marathon Level Sponsor \$10,000

Naming rights for the race Twenty race entries Media coverage through TV & Radio spots, print materials Company logo on Cajun Cup website – Link to Sponsors page Company logo on race flyer/registration forms Sole Company logo on front of shirt Company logo on mile marker Company name on water station Company logo on Sponsor board Right of 1<sup>st</sup> refusal for same sponsorship level next year Half-Marathon Level Sponsor \$5,000 Twenty race entries Media coverage through TV & Radio spots, print materials Company logo on Cajun Cup website – Link to Sponsors page Company logo on race flyer/registration forms Company logo on back of shirt Company logo on mile marker Company name on water stations

Company logo on Sponsor board Media Sponsorship \$2500 in TV, Radio or

Newsprint

10 race entries

Media publicity

Company logo on Cajun Cup website – Link to Sponsors page Company logo on race flyer/registration forms

Company logo on back of shirt

Company logo on mile marker

Company name on water stations Company logo on Sponsor board

#### 10K Level Sponsor \$1,000

Four race entries Company logo on Cajun Cup website – Link to Sponsors page

Company logo on race flyer/registration forms Company logo on back of shirt Company name on water stations Company logo on Sponsor board

#### 5 K Level Sponsor \$500

Three race entries Company name on back of shirt Company logo on Sponsor board

#### Pacesetter Level Sponsor \$250

Two race entries Company logo on Sponsor board Booth Sponsor \$150

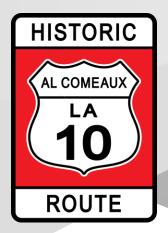
Ability to sell merchandise and share information with athletes at the post race festival.

#### Marathon, Half Marathon, Media, 10k, 5k, and Pacesetter Level Sponsors:

If you are interested in a booth let us know so we can make the proper arrangements

\*\*\*Logos or artwork must be

received by September 1\*\*\*



# Marathon Level \$450

Logo on sponsor board Logo on website with link 6 race entries Company Name on water station Company Name on mile marker Billboard recognition (as available)

# Half Marathon Level \$250

Logo on sponsor board Logo on website with link 4 race entries

# 8K Level \$150

Logo on sponsor board

2 race entries

# Booth Only \$100



\*\*\*Logos or artwork must be received by January 1\*\*\*

Marathon, Half Marathon, and 8k Level Sponsors:

If you are interested in a booth let us know so we can make the proper arrangements

# **Important Notes**

# **Benefits of Sponsorship:**

All proceeds to benefit ULL Ragin Cajun Track & Cross Country Contributions are tax-deductible Promote health and fitness Build relationships among business, schools, and community

Dates:

Big Pete's 8k – September 28, 2019

Pete's Lafayette - 3903 Johnston St, Lafayette, LA 70503 Cajun Cup 10k – November 9, 2019 Parc Sans Souci - 201 E Vermilion St, Lafayette, LA 70501 Al Comeaux LA10 – January 25, 2020

Milton Civic Center - 130 Park Lane, Lafayette, LA 70508

# Logo Artwork

- Please send company logo artwork to <u>racedirector@cajunroadrunners.com</u>
- Company should supply logo artwork in a suitable format (JPEG,GIF,TIFF,EPS). Logos on race flier and tee shirt will be monochrome; those on the website and signage will be full color.
  - Where appropriate, in-kind contributions of items for the post-race festival may be applied toward sponsorship amount.
  - The CRRC is a 501©(3) corporation. Contributions are tax-deductible to the maximum extent of the law



Any questions can be directed to racedirector@cajunroadrunners.com