

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

Triple

*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

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



***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

**Marathon, Half
Marathon, and
8k Level
Sponsors:**



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1***

Cajun Cup

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 1st 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

CAJUN | ROAD RUNNERS CLUB



*****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

**Marathon, Half
Marathon, and
8k Level
Sponsors:**



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

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

AI Comeaux LA10 – January 25, 2020

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

Logo Artwork

- Please send company logo artwork to - racedirector@cajunroadrunners.com
- 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