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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: The Lafayette Downtown 8k, Cajun Cup 10k, and Vermilion River Run 10 Miler. These races attract numerous runners who are involved in the Lafayette community and surrounding areas.

Previous races have drawn upwards of 1,100 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

Cajun Road Runners Club. P.O. Box 81802, Lafayette, LA 70598

[vp@cajunroadrunners.com](mailto:vp@cajunroadrunners.com)

[president@cajunroadrunners.com](mailto:president@cajunroadrunners.com)

# Triple

*Crown  
Challenge*

**THIS  
SPONSORSHIP  
SUPPORTS  
PARTICIPANT'S  
S.W.A.G.**

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## **Marathon Level \$1,200 - limit 2**

- 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

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

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# LAFAYETTE

## Downtown 8K

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### **Marathon Level Sponsor \$5,000**

- Naming rights for the race
- 20 race entries
- Media coverage through TV & Radio spots, print materials
- Company logo on Lafayette Downtown 8K 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 \$2,500**

- 20 race entries
- Media coverage through TV & Radio spots, print materials
- Company logo on Lafayette Downtown 8K 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 \$1,200 in TV, Radio or Newsprint**

- 10 race entries
- Media publicity
- Company logo on Lafayette Downtown 8K 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**

- 4 race entries
- Company logo on Lafayette Downtown 8K 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

### **5K Level Sponsor \$500**

- 3 race entries
- Company name on back of shirt
- Company logo on Sponsor board

### **Pacesetter Level Sponsor \$250**

- 2 race entries
- Company logo on Sponsor board

### **Booth Sponsor \$150**

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

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

- Naming rights for the race
- 20 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**

- 20 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**

- 4 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

### **5K Level Sponsor \$500**

- 3 race entries
- Company name on back of shirt
- Company logo on Sponsor board

### **Pacesetter Level Sponsor \$250**

- 2 race entries
- Company logo on Sponsor board

### **Booth Sponsor \$150**

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

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### **Marathon Level Sponsor \$5,000**

- Naming rights for the race
- 20 race entries
- Media coverage through TV & Radio spots, print materials
- Company logo on Vermilion River Run 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 \$2,500**

- 20 race entries
- Media coverage through TV & Radio spots, print materials
- Company logo on Vermilion River Run 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 \$1,200**

- 10 race entries
- Media publicity
- Company logo on Vermilion River Run 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**

- 4 race entries
- Company logo on Vermilion River Run 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

### **5K Level Sponsor \$500**

- 3 race entries
- Company name on back of shirt
- Company logo on Sponsor board

### **Pacesetter Level Sponsor \$250**

- 2 race entries
- Company logo on Sponsor board

### **Booth Sponsor \$150**

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

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## **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

## **RACE DATES**

### **Lafayette Downtown 8k – September 23, 2023**

- Parc Sans Souci - 201 E Vermilion St, Lafayette, LA 70501

### **Cajun Cup 10k – November 11, 2023**

- Parc Sans Souci - 201 E Vermilion St, Lafayette, LA 70501

### **Vermilion River Run – January 19, 2024**

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

## **Logo Artwork**

- Please send company logo artwork to [president@cajunroadrunners.com](mailto:president@cajunroadrunners.com)
- Companies should supply logo artwork in a suitable format (PNG,AI,TIFF,EPS). Logos on race flyers and t-shirts will be single-color; 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  
[president@cajunroadrunners.com](mailto:president@cajunroadrunners.com)

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