

**MEDIA SPONSORSHIP:** 

## 2024 SPONSORSHIP BENEFITS

**Equivalent in-kind cost/benefits to STAGE value** 

| tuse   |                          | 8/3                     | 3                       | 8/2                     | 200                     | 2 28                    |
|--|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| info@swim4elise.com  | NE S                     | 5                       | A S                     |                         | Y/3 4                   | A G                     |
| # of free race entries   | 15                       | 15                      | 10                      | 5                       | 2                       | 0                       |
| EARLY RECOGNITION: PAY BY APRIL 15                             |                          |                         |                         |                         |                         |                         |
| Press release mention (content due 3/1)                        | V                        | V                       |                         |                         |                         |                         |
| High-profile event posters (logo due 3/15)                     | $\overline{\mathbf{V}}$  | $\overline{\checkmark}$ | V                       |                         |                         |                         |
| Exposure to 7000+ swim families                                | V                        | V                       | V                       |                         |                         |                         |
| Reciprocal website link  | V                        | $\overline{\mathbf{V}}$ | V                       | V                       |                         |                         |
| Website presence: Run4Elise.com                                | $\overline{\mathbf{V}}$  | $\overline{\checkmark}$ | V                       | V                       | V                       |                         |
| Race guide email blast   | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | V                       | V                       | V                       | $\overline{\checkmark}$ |
| Social media promotion   | V                        | V                       | V                       | V                       | V                       |                         |
| RACE DAY RECOGNITION: PAY BY APRIL 30                          |                          |                         |                         |                         |                         |                         |
| Exclusive logo on front of event shirt                         | V                        |                         |                         |                         |                         |                         |
| Name placement on race bib                                     | $\overline{\mathbf{V}}$  |                         |                         |                         |                         |                         |
| Highlighted Main Stage recognition                             |                          | $\overline{\mathbf{V}}$ |                         |                         |                         |                         |
| Start/Finish line recognition                                  | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ |                         |                         |                         |                         |
| Opening ceremony recognition                                   | $\overline{\checkmark}$  | $\overline{\checkmark}$ | $\overline{\checkmark}$ |                         |                         |                         |
| Water station recognition                                      | $\overline{\mathbf{V}}$  | $\overline{\checkmark}$ | $\overline{\checkmark}$ |                         |                         |                         |
| Logo on back of event shirt (logo due 4/15)                    | $\overline{\checkmark}$  | $\overline{\checkmark}$ | $\overline{\checkmark}$ | V                       |                         |                         |
| Logo on race course yard signs                                 | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | V                       | V                       |                         |                         |
| VIP event space + table provided                               | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | $\overline{\checkmark}$ | V                       |                         |                         |
| Door prize / raffle recognition                                | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ |                         |                         |
| Name on race course yard signs                                 | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ |                         |
| Silver event space (BYO table)                                 |                          |                         |                         |                         | $\overline{\mathbf{V}}$ |                         |
| Sponsor name on event shirt (name due 4/15)                    | $\square$                | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ |                         |
| Sponsor item in goody bag (due 4/30)                           | $\overline{\mathcal{Q}}$ | $\overline{\mathbf{Q}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ |
| Exposure to 800+ participants                                  | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | $\overline{\checkmark}$ |
| ONGOING / POST-RACE RECOGNITION                                |                          |                         |                         |                         |                         |                         |
| Outgoing press releases  | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ |                         |                         |                         |                         |
| Exposure to 4000+ daycare families                             | $\overline{\mathbf{V}}$  | $\overline{\checkmark}$ | $\overline{\mathbf{V}}$ | $\overline{\checkmark}$ |                         |                         |
| Website presence Swim4Elise.com                                | $\overline{\mathbf{A}}$  | $\overline{\checkmark}$ | V                       | V                       | V                       |                         |
| Swim4Elise printed newsletter                                  | V                        | $\overline{\mathbf{V}}$ | V                       | V                       | V                       |                         |
| Post-race results email blast                                  | $\overline{\mathbf{V}}$  | $\overline{\mathbf{V}}$ | $\overline{\mathbf{V}}$ | V                       | V                       |                         |
| IN-KIND DONATIONS : Bronze, Silver or Gold Level Upon Approval |                          |                         |                         |                         |                         |                         |