



Benefitting the Friends Program and Intown Concord

**3rd Annual Runner's Alley
Capital City Classic 10K
Saturday, June 23, 2018**

SPONSORSHIP OPPORTUNITIES

The Friends Program, Runner's Alley, and Intown Concord would like to cordially invite you to be a part of the 3rd annual Capital City Classic 10k in the heart of historic downtown Concord. Our sponsorship opportunities are designed to help meet your marketing objectives and can be customized for your needs.

\$10,000 Capital Level Sponsor (one spot available)

- Industry Exclusive: Extra-large hyperlinked company name and logo on race website
- Prominent display of company name on back of race T-shirts
- Company name listed on all media materials, including finish line banner
- Company name announced throughout the race (Minimum 10 times)
- (8) complimentary race entries
- Priority placement of (2) company banners at finish line
- (8) Facebook announcements detailing your support
- Press release to local media highlighting sponsorship relationship
- Option to set up table under the Runner's Alley tent all three Market Days
- Option to set up a booth during the race from 7:00 – 11:00 am
- Sponsorship award suitable for display at your company

\$5,000 City Level Sponsor (two spots available)

- Hyperlinked name recognition on race website
- Large display of company name on back of race T-shirts
- Company name listed on all media materials, including finish line banner
- Company name announced throughout the race (minimum 8 times)
- (6) complimentary race entrees
- Option to set up (2) company banners at the race.
- (6) Facebook announcements detailing your support
- Option to set up a booth during the race from 7:00 – 11:00 am
- Sponsorship award suitable for display at your company

\$2,500 Classic Level Sponsor (four spots available)

- Hyperlinked name recognition on race website
- Large display of company name on back of race T-shirts
- Company name listed on all media materials, including finish line banner
- Company name announced throughout the race (minimum 6 times)
- (4) complimentary race entries
- Option to set up (1) company banner at the race
- (4) Facebook announcements detailing your support
- Option to set up booth during the race from 7:00 – 11:00 am

\$1,000 Downtown Level Sponsor

- Hyperlinked name recognition on race website
- Company name on back of race T-shirts
- Company name announced during the race (minimum 4 times)
- (3) complimentary race entries
- (2) Facebook announcements detailing your support
- Option to set up booth during the race from 7:00 – 11:00 am

\$500 Granite Level Sponsor

- Company name and logo on website
- Company name announced during the race (minimum 2 times)
- (2) complimentary race entries
- Facebook announcement detailing your support

\$250 Supporting level Sponsor

- Company name and logo on website
- Facebook announcement detailing your support

Customized marketing benefits include but are not limited to the following:

- Recognition in press releases and event promotion
- One-time or ongoing social media recognition
- Hyperlinked company logo or name on Intown Concord website

Please, make all check's payable to "Intown Concord"

You may mail your donation to:

Intown Concord
Attn: Capital City Classic
49 South Main Street - Suite 202
Concord, NH 03301

Thank you for your support of the Friends Program!