



## **Benefitting the Friends Program and Intown Concord**

**3<sup>rd</sup> 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 3<sup>rd</sup> 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 entries
- 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!**