



December 3, 2020

Re: Run New Prague Sponsorship Opportunities

Dear Members,

The 36th Annual New Prague Half Marathon, Half Marathon Relay, 10K, 5K and Kids Fun Run is set to take place **virtually** on Saturday, May 1 – May 8th, 2021. We'd like you to consider sponsoring next year's races.

Due to the likelihood that COVID-19 will still be in our community come early spring, we are planning to move forward with Run New Prague virtually to encourage the people of our community to stay active in the midst of this pandemic. Our virtual event still provides many advertising opportunities for our sponsors including sponsor spotlight advertising and videos, logo/name on race swag, local advertising, and more. We are dedicated to coming up with unique alternatives to engage and enhance our community, while maintaining everyone's safety.

I've attached a sponsorship interest form with this letter. Please return by **MARCH 5TH, 2021**. If you have any questions please don't hesitate to contact me at 758-4360 or bsticha@newprague.com.

We really appreciate your consideration and look forward to hearing from you.

Sincerely,

Brooke Sticha,
Executive Director



36th Annual New Prague Half Marathon, 10K, and 5K, Kids Fun Run
Virtual Race Sponsorship Levels
May 1st – May 8th, 2021

_____ **Platinum Level Sponsor - \$1,000**

- Business name and logo (larger size) on the back of the New Prague Half Marathon, 10K, 5K shirt.
- Business name and logo on event website, social media posts, and registration page.
- Promotion on KCHK/KRDS radio and in local advertising.
- An opportunity to give a brief 30 second commercial on KCHK radio.
- Logo added to all email marketing efforts.
- Recognition by race director on virtual Facebook event page
- Sponsor spotlight video on all social media platforms
- Up to 7 free entries in the Virtual Half Marathon, 10K, or 5K race.
- Promotional opportunities in race packets.
- Business name and logo listed in the thank you ad in the New Prague Times.

_____ **Gold Level Sponsor - \$750**

- Business name and logo (medium size) on the back of the New Prague Half Marathon, 10K, 5K shirt.
- Business name and logo on event website and social media posts.
- Promotion on KCHK/KRDS radio and in local advertising.
- Recognition by race director on virtual Facebook event page
- Sponsor spotlight video on all social media platforms
- Up to 5 free entries in the Virtual Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

_____ **Silver Level Sponsor - \$500**

- Business name and logo on event website.
- Promotion on KCHK/KRDS radio.
- Recognition by race director on virtual Facebook event page
- Up to 3 free entries in the Virtual Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

_____ **Bronze Level Sponsor - \$250**

- Business name on event website
- Recognition by race director on virtual Facebook event page
- One (1) free entry in the Virtual Half Marathon, 10K, or 5K race.
- Business listed in the post-race thank you ad in the New Prague Times

_____ **Race Packet Sponsor - \$50**

- Promotional items/coupons placed into 100+ race packets and/or included on post card inserted into race packets. Please call the Chamber at 758-4360 for more information.

Business name: _____ E-mail: _____

Address: _____ Phone: _____

Thank you for your continued support of this event and of our community. We sincerely appreciate your involvement.

New Prague Chamber of Commerce

bsticha@newprague.com

952-758-4360