



February 6th, 2020

Re: Run New Prague Sponsorship Opportunities

Dear Members,

We are gearing up for the 35th Annual New Prague Half Marathon/Relay, 10K, 5K and Kids Fun Run on Saturday, May 2nd, 2020. We are, again, part of the Minnesota Distance Running Association Grand Prix, which brings us many dedicated runners.

We are excited to have our 4th annual post-race party for runners and spectators to enjoy. Our goal is to grow this portion of the event each year as interest grows among local businesses and organizations. We've listened to our runners and local community members in regard to what they'd like to see in the park for this event. Our goal is to encourage people from all over to come run and stay for a while to enjoy what New Prague has to offer - but we need your help!

Please consider sponsorship of this fantastic local event. We enjoyed participation from over 600 runners in 2019 and look forward to seeing more from all over Minnesota and other parts of the US in 2020.

Many of these runners are your customers and are local!

In 2020, we will again offer two exclusive sponsorship opportunities and are adding the Race Packet sponsor option!

For \$900 you will receive everything at the Gold level plus exclusive rights to your sponsorship title (1 business per title. First come, first served).

- Beverage Sponsor
- Post-Race Party Sponsor

For \$750, your business name and logo will appear on the back of all race shirts (about 700), on our website: www.runnewprague.com, on a banner hung at the finish line for all runners and spectators to see. We will also send e-mail blasts that include your logo to the registered runners prior to the race. All sponsors also receive the runner database of addresses to use for marketing purposes.

All sponsors have an opportunity to exhibit at our packet pick up on May 1st, 2020, in Memorial Park. Sponsors are also welcome and encouraged to exhibit at the post-race party on race day, May 2nd. Please provide your own tent, if needed.

I've attached a sponsorship interest form with this letter. Please return by **MARCH 5TH, 2020**. If you have any questions please don't hesitate to contact me at 758-4360 or bsticha@newprague.com.

Sincerely,

Brooke Sticha,
Executive Director



35th Annual New Prague Half Marathon, 10K, and 5K
Sponsorship Levels
May 2nd, 2020

____ **Exclusive Sponsor - \$900**

- ☐ Beverage Sponsor
- ☐ Post-race Party Sponsor

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

- 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.
- *Logo added to all email marketing efforts.*
- Recognition by MC during the race announcements.
- Logo listed on a banner at the finish line.
- Business name and logo on signage in Memorial Park on race day.
- Up to 5 *free* entries in the Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

____ **Silver Level Sponsor - \$450**

- Business name and logo (*medium size*) on the back of the New Prague Half Marathon, 10K, 5K shirt.
- *Business name* on event website and social media posts.
- Promotion on KCHK/KRDS radio and in local advertising.
- Recognition by MC during the race announcements.
- Logo listed on a banner at the finish line.
- Business name and logo on signage in Memorial Park on race day.
- Up to 3 *free* entries in the Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

____ **Bronze Level Sponsor - \$150**

- Business name on event website.
- Promotion on KCHK/KRDS radio.
- Recognition by MC during the race announcements.
- Logo listed on banner hung at finish line.
- One (*1*) *free* entry in the Half Marathon, 10K, or 5K race.
- Business name listed in the thank you ad in the New Prague Times.

____ **Race Friend - \$75**

- Business name on event website
- Recognition by MC during the race announcements.
- Business listed in the post-race thank you ad in the New Prague Times

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

- Promotional items/coupons placed into 500+ race packets and/or included on post card inserted into race packets. Please call the Chamber at 758-4360 for more information.

Business Name: _____ Email: _____

Address: _____ Phone: _____

Please return to the New Prague Chamber of Commerce
101 East Main Street, New Prague, MN 56071

DEADLINE: MARCH 5TH, 2020



run new prague

www.runnewprague.com

**35th Annual New Prague
Half Marathon/Relay, 10k, 5k
& Kids Fun Run**

Saturday, May 2, 2020

Registration form

Race entered (check one) ☐ 1/2 marathon ☐ 1/2 marathon relay ☐ 10K ☐ 5K

Shirt size (check one) ☐ Small ☐ Med ☐ Large ☐ XL ☐ XXL

Last name _____ **First name** _____

Parent/guardian last name _____ **First name** _____

Birth date _____ **area code telephone** _____

Street address _____

City _____ **State** _____ **Zip/postal code** _____

Email address _____

Waiver Knowing that running a race is a potentially hazardous activity, I enter and run this race certifying that I am medically able and properly trained. I also know that, although police protection will be provided, there may be traffic on the course route. I assume the risk of running in traffic. I also assume any and all other risks associated with running this event, including but not limited to falls, contact with other participants, the effects of weather, including high heat and/or humidity, and the condition of the roads. Knowing these facts, and in consideration of your acceptance of my entry, I hereby for myself, my heirs, executors, administrators or anyone else who might claim on my behalf, covenant not to sue, and waive, release, and discharge New Prague 1/2 Marathon/relay, 10K, 5K and Kids' Fun Run, the counties, cities, and villages in which the race is conducted, and any other organization associated with the race, race officials, volunteers, any and all sponsors including their agents, employees, assigns or anyone acting for or on their behalf, from any and all claims or liability for death, personal injury, or property damage of any kind or nature arising out of, or in the course of, my participation in this event. This release and waiver extends to all claims of every kind or nature whatsoever, foreseen or unforeseen, known or unknown. The undersigned further grants full permission to the race and any organization conducting the race and/or agents authorized by them to use any photographs, videotapes, motion pictures, recordings, or any other record of this event for any purpose.

I have read the foregoing and certify my agreement by my signature below.

Signature (by parent or guardian if participant is under 18): _____

Mail entry form with fee to:

Run New Prague

101 Main Street East • New Prague, MN 56071

Make check payable to Run New Prague.

Early bird deadline is April 19th, 2020.

Online registration closes April 26th, 2020.

Entry fee

Half marathon: Nov 1 - Nov 30th: \$40, Dec 1st - Feb 1st: \$45,

Feb 2nd - April 26th: \$50, After April 26th: \$60

Half marathon relay: Nov 1 - Nov 30th: \$90, Dec 1st - Feb 1st: \$105,

Feb 2nd - April 26th: \$120, After April 26th: \$135

10K - Nov 1 - Nov 30th: \$30, Dec 1st - Feb 1st: \$35, Feb 2nd - April 26th: \$40,

After April 26th: \$50

5K - Nov 1 - Nov 30th: \$25, Dec 1st - Feb 1st: \$30, Feb 2nd - April 26th: \$35,

After April 26th: \$45

Principle Sponsor:  **MAYO CLINIC**
HEALTH SYSTEM

Event organizer



**Results
provided by**

