THE GREAT BENICIA RUN
SPONSORSHIPS

Capitol Sponsor (an ode to the state capitol) $10,000

*Title Sponsor
- Logo on: t-shirt (largest, top tier placement), website, finish line tape, event banners (large), course t-signs, event fliers, monthly newsletter
- Specialized social media recognition
- Business spotlights in Benicia Magazine & event newsletters
- Optional: Marketing material in racer bags (provided by sponsor)
- Booth at race expo event
- Shoutouts on race day
- 25 race entries

Optional Component
- Representative to announce start of each race

Fortress Sponsor (an ode to the clock tower fortress) $5,000

- Logo on: t-shirt (mid-size, second tier placement), website, event banners (mid-size), course t-signs, monthly newsletter
- Specialized social media recognition
- Business spotlight in Benicia Magazine & event newsletters
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- Booth at race expo event
- 15 race entries

Commandant Sponsor (an ode to the commanding officer's quarters) $2,500

- Logo on: t-shirt, website, event banners, course t-signs, monthly newsletter
- Social media recognition
- Business spotlight in 1 newsletter
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- Booth at race expo event
- 10 race entries

Conductor Sponsor (an ode to the Southern Pacific Railway) $1,000

- Logo on: t-shirt, website, event banners, monthly newsletter
- Social media recognition
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- Free booth at race expo event
- 5 race entries

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Shipyard Sponsor (an ode to the historic Matthew Turner Shipyard) $500

- Logo on: t-shirt, website, event banners, monthly newsletter
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- 2 race entries

Camel Sponsor (an ode to the Benicia camel races and camel barns) $250

- Logo on: t-shirt, website, event banners
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- 2 race entries

Personalized Sponsorships

Aide Station Sponsor $300 (3 available)
Dec out an aide station with your businesses branded promo and cheer on racers with your crew!

- Logo on: T-shirt, website, event banners, aide station t-signs
- Responsible for bringing any branded promo (pop up tent, signage, etc.)

Check In Sponsor $300 (1 available)
Dec out the racer check in with your businesses branded promo and welcome racers with your crew!

- Logo on: T-shirt, website, event banners
- Responsible for bringing any branded promo (pop up tent, signage, etc.)

Swag Sponsorship $400
Available items: Racer bags, cow bells, sweat towels, stickers

- Logo on 300 of selected product
- Logo on: T-shirt, website, event banners

Interested in sponsorship? Email
greatbeniciarun@gmail.com