



GOTR 5K Sponsorship

Sponsor Benefits	Presenting \$10,000	Finish Line \$5,000	Hospitality \$2,500	Milemarker Motivation Station \$1,000	Family Festival \$500	Sponsor A Girl \$250
Exclusive presenting rights to the race: “New Balance GOTR 5k, presented by [your company]”	x					
Name and linked logo at top of online registration page	x					
Top local sponsor billing in all 5k advertising	x					
Name or logo on front of all race and volunteer t-shirts “New Balance GOTR 5K, presented by [your company]”	x					
Name or logo in 2 GOTR Silicon Valley program e-blasts	x					
Opportunity to host pre-race registration & packet pick up	x					
Sponsor tent at race day Family Festival	x	x				
High visibility and speaking opportunity on race day	x	x				
Logo on race advertising including poster and banner	x	x				
Name or logo on all race marketing materials	x	x				
Recognition in sponsor-related press releases	x	x				
Name or logo on active.com race registration webpage	x	x	x			
Name or logo on race registration form	x	x	x			
Name or logo on e-blasts promoting race	x	x	x	x		
Name or logo on GOTR 5k event webpage	x	x	x	x		
Name or logo on back of all race t-shirts (apx. 3,000)	x	x	x	x	x	
Name or logo in 5k email blasts (reach apx. 4,000)	x	x	x	x	x	
Sponsor table at race day Family Festival	x	x	x	x	x	
Name listing on website 5k sponsor page	x	x	x	x	x	x
Name listing on digital "green" race goody bag	x	x	x	x	x	x
Number of complimentary race entries	10	8	6	4	2	1
Banner placement	Prominence at Start & Festival	Race Finish	Hospitality Tent	Mile Marker Water Station	Festival Table	
Number of verbal mentions at race	3	2	2	2	1	
Impact of your investment in GOTR of Silicon Valley	Underwrites 3 new sites serving 40 girls	Underwrites program for 20 girls	Underwrites program for 10 girls	Covers race fee for 40 girls	Covers race fee for 20 girls	Underwrites program for 1 girl