



## RACE DEMOGRAPHICS

This year approximately 700+ runners, 30 volunteers and over 150 spectators are expected on race day. Here's how the participant numbers breakdown:

- 66% Women
- 57% Between the ages of 30 and 49
- 79% Travel Less than 30 Miles to Participate
- 14% Travel More than 100 Miles to Participate
- 10 States and 3 Countries Represented



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Hippy Hop Half and StartLine Racing.

By partnering with StartLine Racing you can increase your business exposure within the Phoenix area running community as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with hundreds of new customers!

The Hippy Hop Half was founded in March 2016 and is now in its fourth year. The event features a half marathon, 10K and 5K distances. Hippy takes place at Rio Vista Park in Peoria, Arizona. Also included is a half mile Cottontail Dash for kids that features an egg hunt along the course.





StartLine Racing was created to give every runner the best possible race day experience every time. Whether it is a charity race of 100 or an event of 2,000, all events are judged by the experience that each individual walk away from the event with. We make it our goal to provide the best service and experience to EACH participant EVERY time!

"I cannot tell you how much I love and appreciate StartLine. Throughout the race I thought I would never make it. When I crossed the finish line it felt like I was the first with the way the staff reacted. I love that it doesn't matter if I run a 5-minute or 20-minute mile. Thank you for an amazing experience."

"Best racing company in Phoenix! Responsive and caring people!"

"StartLine Racing is awesome! They are so organized and always keep the runners pumped and ready to go! The entry fees are always reasonable, and they sponsor tons of great charities. Keep it up!"



# SPONSORSHIP BENEFITS & DETAILS

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our database of over 40,000 runners and stakeholders
- Helping to enhance your profile as an active supporter of a worthwhile event that promotes health, wellness and running in the Phoenix Metro area.

## Bunny Sponsorship \$5,000\*

- Naming rights to the event
- Logo on Race Photos
- Logo on Front of Event Shirt
- Banners in Event Area
- Logo on Finisher Medal Lanyards
- Corporate Item in Goodie Bags
- 20' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Recognition on Race Flyers
- Option to Host Packet Pick-up
- Company Logo integrated with Event Logo
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 20 Free Race Entries

## Carrot Sponsorship \$2,500\*

- Logo on Back of Event Shirt
- Banners in Event Area
- Logo on Finisher Medal Lanyards
- Corporate Item in Goodie Bags
- 20' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Recognition on Race Flyers
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 10 Free Race Entries

## Jelly Bean Sponsorship \$1,000\*\*

- Logo on Back of Event Shirt
- Banners in Event Area
- Corporate Item in Goodie Bags
- 10' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 5 Free Race Entries

## Chocolate Sponsorship \$500\*\*

- Logo on Back of Event Shirt
- Corporate Item in Goodie Bags
- 10' x 10' Space in Vendor Village
- Website Presence
- 2 Free Race Entries

## Peeps Sponsorship \$250\*\*

- Logo on Back of Event Shirt
- 10' x 10' Space in Vendor Village

\*Must sign on at least 7 weeks in advance to ensure logo on medal

\*\*Must sign on at least 3 weeks in advance to ensure logo on event shirt

SPONSORSHIP BENEFITS	BUNNY \$5000	CARROT \$2500	JELLYBEAN \$1000	CHOCOLATE \$500	PEEPS \$250
# of FREE RACE ENTRIES	20	10	5	2	0
<b>PRE-EVENT RECOGNITION</b>					
Social Media Promotion	4x Month	2x Month	1x Month		
Website Presence	X	X	X	X	X
Email Blasts	X	X	X		
Race Flyers	X	X			
<b>ON-SITE RECOGNITION</b>					
Logo integrated into Event Logo	X				
Event Naming Rights	X				
Logo on Event Screens	X	X	X		
Event Sponsor Banners	X	X	X		
Logo on Front of Event T-Shirt	X				
Packet Pickup Host	X				
Logo on Event Medal Lanyards	X	X			
Corporate Item in Goody Bags	X	X	X	X	
Logo on Back of Event T-Shirt	X	X	X	X	X
Space in Vendor Village	20 x 10	20 x 10	10 x 10	10 x 10	10 x 10
<b>POST-EVENT RECOGNITION</b>					
Thank you Email Blast	X	X	X	X	X
Logo on Race Photos	X				
Company Newsletter	X	X	X		

## Other Sponsorship Opportunities

Are you interested in providing support to the Hippiity Hop Half with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the Hippiity Hop Half? Sponsorship proposals can be customized to meet your business needs by contacting:

Brandi Raines  
Community Outreach Coordinator – StartLine Racing  
[brandi@startlineracing.com](mailto:brandi@startlineracing.com)  
(480) 912-7878

## MEDIA REACH

StartLine Racing provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

- Social Media
  - Facebook - StartLine Racing: 5950+ followers
  - Twitter - @StartLine Racing: 9100+ followers
  - Instagram – @startlineracing: 1100+ followers
- E-Newsletters
  - Running Community List: 40,000+ subscribers
- Flyers
  - 1,000 distributed locally and throughout Maricopa County



## CHARITABLE PARTNER

We are partnered with the Arizona's Children Association for this event.

Founded in 1912, they are one of the oldest and largest statewide comprehensive child welfare and behavioral health not-for-profit agencies in Arizona. Located in all 15 Arizona counties, they provide a variety of programs and services to meet the needs of more than 40,000 children, youth and families each year.

They are Arizona's best resource for helping children and families. Their programs target the type of future we all want to see: a future where every child has a safe and loving home and families are supported through difficult and trying circumstances. It is their commitment to provide a specifically tailored continuum of services to children and families in need. All programs are family focused, strength-based, culturally sensitive and outcome driven.

**More than 90 cents of every dollar donated is spent directly on programs and services.**

With our strategic plan as our guide, and you by our side, we continue to remain at the forefront of the child welfare and behavioral health fields and serve as a standard in Arizona and beyond for high quality services and financial and ethical accountability. Together, we will remain successful in our efforts to build a stronger Arizona for children and families. (Tax ID # 86-0096772)



# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Brandi Raines, Community Outreach Coordinator, at [brandi@startlinerracing.com](mailto:brandi@startlinerracing.com). Please don't hesitate to contact us with any questions (480) 912-7878.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

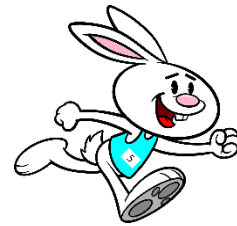
\_\_\_ \$5000 Bunny Sponsor

\_\_\_ \$2500 Carrot Sponsor

\_\_\_ \$1000 Jelly Bean Sponsor

\_\_\_ \$500 Chocolate Sponsor

\_\_\_ \$250 Peeps Sponsor



THANK YOU FOR SUPPORTING  
RUNNING, WELLNESS AND OUR  
COMMUNITY!

Once we receive your completed sponsorship form, SLR staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or .AI) to [brandi@startlinerracing.com](mailto:brandi@startlinerracing.com)

All materials will be sent for your approval before going to print.

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a check made payable to StartLine Racing

\_\_\_ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

\$ \_\_\_\_\_

Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date



