

# ARIZONA

SUNRISE SERIES 2024

## SERIES DEMOGRAPHICS

This year approximately 3000+ runners, 50 volunteers and over 300 spectators are expected to attend our series. Here's how the participant numbers breakdown:

- 56% Between the ages of 40 and 49
- 68% Women
- 85% Travel Less than 30 Miles to Participate
- 10 States Represented



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Arizona Sunrise Series and StartLine Racing.

By partnering with StartLine Racing you can increase your business exposure within multiple running communities as well as enhance your customer base.

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

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 Arizona Sunrise Series was founded in May 2014 and is now in its 11th year. The series features seven 5K races around the Phoenix area.





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

## Sunrise Sponsorship \$7,000 (Series)

- Naming rights to the series
- 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
- 5 Free Race Entries per location

## Sunrise Sponsorship \$2,500 (1 event)

- 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
- 15 Free Race Entries

## Cactus Sponsorship \$1,000 (1 event)

- 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

## Mountain Sponsorship \$750 (1 event)

- 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

## Lizard Sponsorship \$500 (1 event)

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

## Citrus Sponsorship \$250 (1 event)

- Logo on event website and newsletter
- 10' x 10' Space in Vendor Village

<b>SPONSORSHIP BENEFITS</b>	<b>SUNRISE \$2500</b>	<b>CACTUS \$1000</b>	<b>MOUNTAIN \$750</b>	<b>LIZARD \$500</b>
<b># of FREE RACE ENTRIES</b>	<b>20</b>	<b>10</b>	<b>5</b>	<b>2</b>
<b>PRE-EVENT RECOGNITION</b>				
<b>Social Media Promotion</b>	<b>4x Month</b>	<b>2x Month</b>	<b>1x Month</b>	
<b>Website Presence</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Email Blasts</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>Race Flyers</b>	<b>X</b>	<b>X</b>		
<b>ON-SITE RECOGNITION</b>				
<b>Logo integrated into Event Logo</b>	<b>X</b>			
<b>Event Naming Rights</b>	<b>X</b>			
<b>Logo on Event Screens</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>Event Sponsor Banners</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>Logo on Front of Event T-Shirt</b>	<b>X</b>			
<b>Packet Pickup Host</b>	<b>X</b>			
<b>Logo on Event Medal Lanyards</b>	<b>X</b>	<b>X</b>		
<b>Corporate Item in Goody Bags</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Logo on Back of Event T-Shirt</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Space in Vendor Village</b>	<b>20 x 10</b>	<b>20 x 10</b>	<b>10 x 10</b>	<b>10 x 10</b>
<b>POST-EVENT RECOGNITION</b>				
<b>Thank you Email Blast</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Logo on Race Photos</b>	<b>X</b>			
<b>Company Newsletter</b>	<b>X</b>	<b>X</b>	<b>X</b>	



# 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: 11,000+ followers
  - Twitter - @StartLine Racing: 9100+ followers
  - Instagram – @startlineracing: 2500+ followers
- E-Newsletters
  - Running Community List: 69,000+ subscribers
- Flyers
  - 4,000 distributed locally and throughout Maricopa County



# CHARITABLE PARTNER

We are partnered with St. Mary's Food Bank for the Phoenix Series.

With your support, we offer an array of programs designed to relieve hunger. Here are some of the many ways we assist the communities of Arizona.



## **Food Distribution**

St. Mary's distributes food to nearly 500 nonprofits partners in 13 Arizona counties. These agencies include food pantries, dining halls, homeless shelters, and more.

## **Children's Feeding Programs**

One in three children in Arizona lives in poverty and is at risk of going to bed hungry tonight. Arizona ranks 47<sup>th</sup> out of 50 states in the number of children who may not know where their next meal is coming from. Our vision is to see that no child goes to bed hungry, so they can live healthy and productive lives. In response to these needs, St. Mary's Food Bank operates programs that fight child hunger, including Kids Cafe® and the Backpack Program.

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Jennifer Crane, Creative Director, at [jen@startlineracing.com](mailto:jen@startlineracing.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:

\_\_\_ \$7000 Sunrise Sponsor

\_\_\_ \$2500 Sunrise Sponsor

\_\_\_ \$1000 Cactus Sponsor

\_\_\_ \$750 Mountain Sponsor

\_\_\_ \$500 Lizard Sponsor

\_\_\_ \$250 Citrus Sponsor

## 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

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

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

Total Sponsorship Commitment

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

\_\_\_\_\_  
Date



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 [jen@startlineracing.com](mailto:jen@startlineracing.com)

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



