



RACE DEMOGRAPHICS

This year approximately 1000+ runners, 50 volunteers and over 100 spectators are expected to attend our event. Here's how the participant numbers breakdown:

- 60% Female
- 51% Between the ages of 30 and 49
- 82% Travel Less than 30 Miles to Participate
- 9.4% Travel More than 100 Miles to Participate
- 9 States and 2 Countries Represented



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the AZ Veterans Day Run 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 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 AZ Veterans Day Run was founded in 2013 and is now in its 12th year. The event features a half marathon, 10K, 5K and 1 Mile distances and takes place at Peoria Sports Complex. We have raised over \$20,000 for Team RWB since taking it over in 2016.





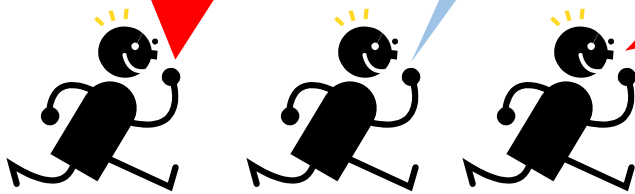
WWW.STARTLINERACING.COM

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

Freedom Sponsorship \$5,000

- Naming rights to the event
- Logo on Race Photos
- Logo on Front of Event Shirt
- Banners in Event Area
- 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

Patriot Sponsorship \$2,500

- Logo on Back of Event Shirt
- Banners in Event Area
- 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

Red 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

White 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

Blue Sponsorship \$250

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

SPONSORSHIP BENEFITS	Freedom \$5000	Patriot \$2500	Red \$1000	White \$500
# of FREE RACE ENTRIES	20	10	5	2
PRE-EVENT RECOGNITION				
Social Media Promotion	4x Month	2x Month	1x Month	
Website Presence	X	X	X	X
Email Blasts	X	X	X	
Race Flyers	X	X		
ON-SITE RECOGNITION				
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
Space in Vendor Village	20 x 10	20 x 10	10 x 10	10 x 10
POST-EVENT RECOGNITION				
Thank you Email Blast	X	X	X	X
Logo on Race Photos	X			
Company Newsletter	X	X	X	

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](#): 11000+ followers
 - Twitter - @StartLine Racing: 9100+ followers
 - Instagram – @startlineracing: 2400+ followers
- E-Newsletters
 - Running Community List: 69,000+ subscribers
- Flyers
 - 1,000 distributed locally and throughout Maricopa County



CHARITABLE PARTNER

We are partnered with Team Red, White and Blue for this event. Over the last 9 years we have raised over \$20,000 which goes straight to our veterans.

The mission of Team RWB is to enrich the lives of America's veterans by connecting them to their community through physical and social activity.

They define enrichment as creating quality relationships and experiences that contribute to life satisfaction and overall well-being. The concept of enrichment consists of three core components—health, people, and purpose—that comprise a rich life.

Health: Creating frequent opportunities for team members to connect through fitness, sports, and recreation to improve physical, mental, and emotional wellbeing.

People: Creating authentic connections (defined as genuine, quality, supportive relationships that generate mutual trust and accountability), reflected in an increased number of close relationships and improvements in teammates' sense of belonging, purpose, and community engagement.

Purpose: Engaging members in meaningful team and community-based experiences such as leadership and service that, beyond physical and social activities, renew self-identity and purpose in life.



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@startlinercing.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 Freedom Sponsor

____ \$2500 Patriot Sponsor

____ \$1000 Red Sponsor

____ \$500 White Sponsor

____ \$250 Red 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



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@startlinercing.com

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

Card Number

Expiration Date

Security Code

\$ _____	_____	_____
Total Sponsorship Commitment	Authorized Sponsor Signature	Date

