



RACE DEMOGRAPHICS

This year approximately 1500+ runners, 50 volunteers and over 250 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



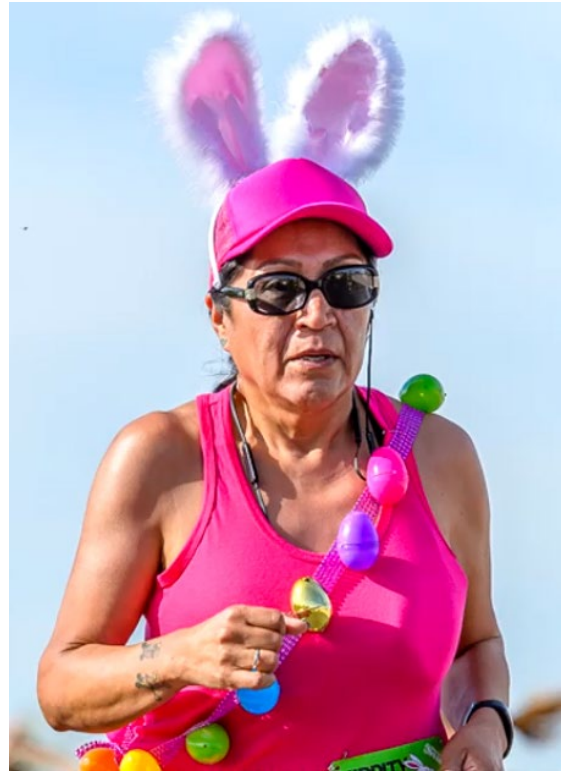
Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Hippity Hop Half and StartLine Racing.

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



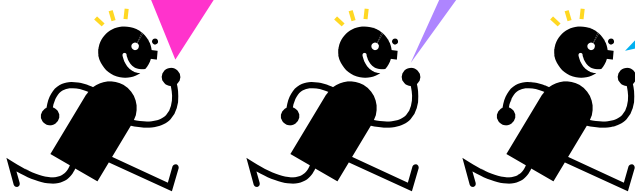


StartLine Racing was created to give every runner the best possible race day experience every time. Whether it is a charity race of 100 or an event of 2,000, all events are judged by the experience that each individual walk away from the event with. We make it our goal to provide the best service and 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 62,000 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

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

*Must sign on at least 8 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
PRE-EVENT RECOGNITION					
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			
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	X
Space in Vendor Village	20 x 10	20 x 10	10 x 10	10 x 10	10 x 10
POST-EVENT RECOGNITION					
Thank you Email Blast	X	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

Proceeds from this event benefit PLAY, Peoria Inc.

WHAT IS PLAY PEORIA?

Incorporated on April 21, 2005, PLAY, Peoria Inc was established to provide tax deductible charitable opportunities for citizens and partners of Peoria for the enhancement and support of the Peoria Community Services programs.



WHO BENEFITS?

YOU

A gift to PLAY, Peoria Inc allows you to make a difference, be remembered and enrich the quality of life in your community. You have the unique opportunity to give locally and be secure that your gift will go directly to the program of your choice. YOUR NEIGHBOR The Peoria Community Services Department has made a commitment to providing quality programs and services to all Peoria residents, regardless of income. Your contribution can help bring these programs to families who may otherwise not be able to afford participation.

WHERE DOES YOUR DONATION GO?

Each year the City of Peoria's Community Services Department provides hundreds of recreational, educational and social programs that are designed to help promote a healthy and active lifestyle. PLAY, Peoria inc. promotes programs for....

PARKS

The Parks division currently maintains over 28 neighborhood parks within the City of Peoria. The division currently offers a tree donation option for those who wish to remember their loved ones through this living memorial. Funds may also be used toward playground equipment, landscape supplies and park facilities.

LIBRARY

The Peoria Libraries offer many programs to help promote literacy for both youth and adults alike. Gifts to the libraries may be used for computer equipment, books, check out equipment and outreach programs.

RECREATION

The Recreation Division offers special events, sports, aquatics, summer, senior and adaptive programs, as well as special interest classes. The Youth Scholarship Program allows low income youth the opportunity to participate in recreation programs at a greatly reduced fee

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@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:

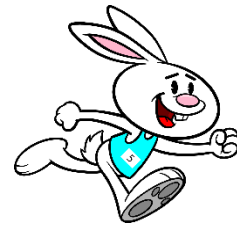
___ \$5000 Bunny Sponsor

___ \$2500 Carrot Sponsor

___ \$1000 Jellybean 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 jen@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

