



RACE DEMOGRAPHICS

This year approximately 1000+ runners, 50 volunteers and over 120 spectators are expected on race day. Here's how the participant numbers breakdown:

- 67% Women
- 47% Between the ages of 30 and 49
- 79% Travel Less than 30 Miles to Participate
- 11% Travel More than 100 Miles to Participate
- 12 States and 4 Countries Represented



Businesses searching for creative and interactive ways to reach new, loyal, and active customers are invited to partner with the Run Run Rudolph event and StartLine Racing.

By partnering with StartLine Racing you can increase your business exposure within the Phoenix and Tucson area 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!

Run Run Rudolph was founded in December 2014 and is now in its 12th year. The event features a half, quarter marathon and 5K distances. Also included is a half mile Reindeer Sprint for kids featuring Santa himself!





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

Reindeer Sponsorship \$7,500 (2 events)

- 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 per event

Reindeer Sponsorship \$5,000 (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
- 20 Free Race Entries

Santa Sponsorship \$2,500 (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

Wreath Sponsorship \$1,000 (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

Star 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

Tree Sponsorship \$250 (1 event)

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

SPONSORSHIP BENEFITS	REINDEER \$5000	SANTA \$2500	WREATH \$1000	STAR \$500
# of FREE RACE ENTRIES	20	10	5	2
PRE-EVENT RECOGNITION				
Social Media Promotion	<i>4x Month</i>	<i>2x Month</i>	<i>1x Month</i>	
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	<i>20 x 10</i>	<i>20 x 10</i>	<i>10 x 10</i>	<i>10 x 10</i>
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 the following charities for these events:

Ryan House

Focusing on quality of life and continuity of care, their care team combines compassion with state-of-the-art care to guide your child through their unique life-limiting or end-of-life journey while providing your whole family with peace, comfort, and support.



Our Mission:

With our world-class care and programs, we embrace all children and their families as they navigate life-limiting or end-of-life journeys through:

Palliative and respite care that addresses the emotional, spiritual, and social needs of the family.

Continuity of care from diagnosis to end-of-life

Expert care provided by our prestigious care partners and highly trained staff.

A loving community that offers ongoing support and compassion.

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:

____ \$7500 Reindeer Sponsor

____ \$5000 Reindeer Sponsor

____ \$2500 Santa Sponsor

____ \$1000 Wreath Sponsor

____ \$500 Star Sponsor

____ \$250 Tree 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.

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable to
StartLine Racing

____ Please charge my credit card

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.

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

\$

Total Sponsorship Commitment

Authorized Sponsor Signature

Date

