



# 2022 SPONSORSHIP GUIDE

## ABOUT THE PEARLAND HALF MARATHON:

The 4<sup>th</sup> annual Pearland Half Marathon & 10K is set to take place March 27, 2022. After a challenging year, we are so excited to be able to get the green light and support of the City of Pearland to host a LIVE, IN-PERSON race! We hosted over 1,500 runners and walkers in our first year and even with being forced to host a VIRTUAL race in the 2<sup>nd</sup> year, 650 loyal participants completed their race on their own in our virtual event. Finally, the 3<sup>rd</sup> annual Pearland Half Marathon & 10K welcomed close to 2,000 runners and walkers from 9 states and 27 cities.

Sponsorship of the inaugural Pearland Half Marathon provides area businesses and organizations a unique opportunity to become a founding partner of the event. Your sponsorship will illustrate your commitment to the community, healthy living and fun, family events!

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR (LIMIT ONE)

- 👉 **Exclusive naming rights for the event to be named after the Presenting Sponsor.**
- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 Top logo placement on all start/finish line and additional race day banners.
- 👉 Company representative to be named honorary announcer of the event.
- 👉 Logo on the FRONT of all race participant t-shirts.
- 👉 Dedicated Press Release announcing the partnership to state-wide media.
- 👉 Prominent company recognition on event website with click through.
- 👉 Permanent logo inclusion on monthly iRun Productions newsletters (Distribution: 60,000)
- 👉 Exposure through social media campaign (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 15 complementary race entries

**SPONSORSHIP FEE: \$15,000**



# 2022 SPONSORSHIP GUIDE

## GOLD SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Exclusive logo placement on neck ribbon of finisher medals.**
- 👉 Logo placement on all start/finish line and additional race day banners.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website with click through.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 60,000).
- 👉 Exposure through social media campaign (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 10 complementary race entries

**SPONSORSHIP FEE: \$10,000**

## SILVER SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Exclusive logo placement on all participant race BIBS.**
- 👉 Logo placement in finish line corral.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 60,000).
- 👉 Exposure through social media campaign (Facebook and Instagram).
- 👉 Option to host a packet pick-up at your place of business.
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 7 complementary race entries

**SPONSORSHIP FEE: \$7,500**



# 2022 SPONSORSHIP GUIDE

## BRONZE SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 Includes exclusive Gear Check sponsorship.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 60,000).
- 👉 Exposure through social media campaign (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 5 complementary race entries

**SPONSORSHIP FEE: \$5,000**

## PACKET PICK-UP SPONSOR

- 👉 Host a packet pick-up at your place of business.
- 👉 Company recognition on event website.
- 👉 Logo on the BACK of all participant t-shirts.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 60,000).
- 👉 Exposure through social media campaign (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.

**SPONSORSHIP FEE: \$2,000**

## HYDRATION SPONSOR

- 👉 Logo on the BACK of all participant t-shirts.
- 👉 Company signage at water stations.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 60,000).
- 👉 Exposure through social media campaign (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party

**SPONSORSHIP FEE: \$1,000**



# 2022 SPONSORSHIP GUIDE

## IN-KIND FOOD & BEVERAGE SPONSOR

- 🍷 Company recognition on event website.
- 🍷 Logo on the BACK of all participant t-shirts.
- 🍷 Logo inclusion on (2) race newsletters (Distribution: 60,000).
- 🍷 Exposure through social media campaign (Facebook and Instagram).
- 🍷 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍷 Dedicated tent space at event post-race party

### **SPONSORSHIP FEE: IN-KIND DONATION TRADE or \$500 FEE**

\*value of food/beverage donation must equal a minimum of \$350 to receive sponsorship marketing benefits



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## COMMITMENT FORM

I AM COMMITTED TO \_\_\_\_\_ SPONSORSHIP LEVEL

I understand that I will be required to follow health and safety guidelines mandated by the event while onsite.

**YOUR COMPANY LOGO IS DUE UPON SUBMISSION OF THIS FORM. LOGOS MUST IN IN EITHER .EPS OR .PNG FORMAT. JPEG NOR PDF WILL BE ACCEPTED**

Name of Sponsor/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\*Please make checks payable to iRun Productions, LLC. \*

21215 FM 529, Suite 110

Cypress, Texas 77433

lauren@irunproductions.com

Payment is included  Please invoice me at the address above

Please charge my  Mastercard  Visa  Discover  American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Pearland Half Marathon Sponsorship Deadline: March 1, 2022**