



2016 SPONSOR GUIDE

St. John XXIII College Preparatory develops and inspires the mind, body, spirit, and imagination of our students! The SJ23 student body is larger than ever with 425 students enrolled for the 2016-2017 school year. For each and every one of these students, our mission is to prepare their hearts and minds to serve God and others. Your sponsorship will help to reach this goal by supporting our tuition assistance program! Our Lions need YOU!

SPONSORSHIP LEVELS

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.
- Recognition in the weekly St. John XXIII Newsletter (Distribution: 800)
- Full page color ad in the St. John XXIII Sports Program (Distribution: 300)
- 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 and volunteer t-shirts.
- Dedicated Press Release announcing the partnership to state-wide media.
- Prominent logo placement with website click through on race website.
- Permanent logo inclusion on monthly race newsletters
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 20 complementary race entries

SPONSORSHIP FEE: \$25,000

GOLD SPONSORSHIP (LIMIT TWO)

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Premium logo placement on all start/finish line and additional race day banners.
- Recognition in the weekly St. John XXIII Newsletter (Distribution: 800).
- Premium logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters.
- Exposure through social media campaign (Facebook and Twitter).
- 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: \$15,000



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SILVER SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Recognition in the weekly St. John XXIII Newsletter (Distribution: 800).
- Logo placement in finish line corral.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters.
- Exposure through social media campaign (Facebook and Twitter).
- 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: \$10,000

BRONZE SPONSORSHIP

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- Logo on the BACK of all race participant and volunteer t-shirts.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters.
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 3 complementary race entries

SPONSORSHIP FEE: \$5,000

PACKET PICK-UP SPONSOR (LIMIT TWO)

- Recognition in the weekly St. John XXIII Newsletter (Distribution: 800).
- Host one packet pick-up at your place of business/company
- Logo on the BACK of all volunteer t-shirts
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters.
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$2,500



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AID STATION SPONSOR (LIMIT THREE)

- Logo on the BACK of all volunteer t-shirts
- Company Signage at Water Stations.
- Logo placement with website click through on race website.
- Logo inclusion on monthly race newsletters.
- Exposure through social media campaign (Facebook and Twitter).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$1,500

ADDITIONAL SPONSOR OPPORTUNITIES

VALUE IN-KIND SPONSOR

FOOD, BEVERAGE, APPAREL & GIVE-A-WAYS

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

SPONSORSHIP FEE: \$500 PLUS SERVICE/GOODS TRADE



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COMMITMENT FORM

Yes, I am ready to make a difference and become a partner of the Crimson & Gold 10K!

Please check your commitment level:

- Presenting Sponsor: \$25,000
 - Gold Sponsor: \$15,000
 - Silver Sponsor: \$10,000
 - Bronze Sponsor: \$5,000
- Packet Pick-Up Sponsor: \$2,500
- Aid Station Sponsor: \$1,500
- Value In-Kind Sponsor: \$500

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please make checks payable to St. John XXII

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 _____