



# THE SPARK FOUNDATION

## 2018 Race Series Sponsorship Opportunities

Starting in 2018, we are thrilled to offer the opportunity to join us as a series sponsor—to be an integral part of our programming and events throughout the year. As a series sponsor, you can deepen your commitment to increasing access to health and fitness opportunities in our community by pledging to support all three races: the **Cow Paddy Run** (Friday, March 30), the **Nutty Runner 5K** (Saturday, June 2), and the **Fayetteville Firefighters' Hero Half Marathon** (Sunday, October 14).

### Benefits of Race Series Sponsorship

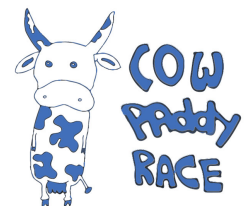
Like always, your donation is tax-deductible. Additionally, by committing early to a full series sponsorship, you will

- receive premium logo placement on *all* race shirts for community-wide exposure
- ensure inclusion of your logo in all print and email marketing throughout the calendar year
- secure reservation of prime booth locations and aid/cheer stations for all events
- be prominently featured on nonprofit website, all race websites, and race registration pages
- be recognized as a Series Sponsor in our announcements during race day commentary

### Race Series Sponsorship Levels

#### **Marathon: \$10,000+ (commitment of \$3,000+ to each race plus additional support of outreach programming)**

- Ten (10) FREE Cow Paddy Run registrations, Five (5) FREE Nutty Runner 5K registrations, \$20 OFF Hero Half Registration
- Monthly social media features



#### **Half Marathon: \$6,000-9,999 (commitment of \$2,000+ to each race)**

- Eight (8) FREE Cow Paddy Run registrations, Three (5) FREE Nutty Runner 5K registrations, \$15 OFF Hero Half Registration
- Bi-monthly social media features



#### **5K: \$3,000-5,999 (commitment of \$1,000+ to each race)**

- Five (5) FREE Cow Paddy Run registrations, Two (2) FREE Nutty Runner 5K registrations, \$10 OFF Hero Half Registration
- Quarterly social media features



#### **Fun Run: \$1,500-2,999 (commitment of \$500+ to each race)**

- Three (3) FREE Cow Paddy Run registrations, One (1) FREE Nutty Runner 5K registration
- Social media feature leading up to each race

If you wish to become a sponsor or have any questions, we would love to hear from you!  
Please contact Melissa Caffrey at [director@mysparkfoundation.org](mailto:director@mysparkfoundation.org) or 479-387-7116