



# Wrigley River Run

2022 Sponsorship Packet

# Race Day Details

- When: Saturday, June 4, 2022
- Where: Historic Wrigley Neighborhood in Long Beach
- Start/Finish Line: Daisy and Willow
- Long Beach's Premier Neighborhood 5k/10k/10-miler/Half Combo
- 2,500 expected runners, walkers, spectators, vendors, and volunteers



# Brand Exposure

- Social Media and Email Campaigns
  - Sponsorship announcement on major social media platforms
  - Logo inclusion on emails to 85,000+ email list
- Regional Advertising Campaign
  - Race fliers distributed, with sponsor logos, throughout Long Beach and Southern California
  - Race posters displayed in Long Beach-area businesses
- Expo and Race Day Activations
  - PA Announcements
  - Booth space at race expo
  - Sponsor logos on race t-shirts, banners, medal ribbons, and signage



# Community Support

- All race proceeds go to the Long Beach Neighborhood Foundation, which distributes scholarships and grants to Long Beach high school students and community groups.



<b>Sponsorship Level</b>	<b>Exclusive Title Sponsorship</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Expo Vendor</b>	<b>Nonprofit Partners*</b>
<b>Benefits</b>	<b>\$7,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$500</b>	<b>\$300</b>	<b>\$250</b>	<b>\$75</b>
<b>Slots Available</b>	<b>1</b>	<b>3</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>5</b>
Vendor booth at Friday's race expo and Pizza Pig Out as well as the Race on Saturday	20 x 10	20 x 10	10 x 10	10 x 10	10 x 10	10 x 10	10 x 10
Named sponsorship level on all printed media	X	X	X	X	X	Listed on Expo Vendor List	Listed on Expo Vendor List
Partnership announcement on WRR social media	X	X	X	X	X		
Partner flyer or coupon in WRR swag bags	X	X	X	X	X		
Company name and logo on WRR and LBNF website	X	X	X	X	X		
Announcement of sponsorship over PA system at race expo and on race day	X	X	X	X	X		
Company logo on race shirts	Front	Front	Back	Back	Back (Name Only)		
Company name and logo on start/finish line banners	X	X	X	X	X		
Complimentary race entries	8	6	4	4	2		
Link to company website on WRR website	X	X	X				
Opportunity for partner employees to volunteer at a WRR water station (includes "naming rights" for that water station)	X	X	X				
Opportunity for partner giveaway from starting line on race day	X	X					
Company logo on pint glasses for group winners	X						
Logo on partner banner on all race emails	X	X					
Logo on medal ribbon	X	X					
Opportunity for partner employees to announce group winners on race day	X						
Company logo on step and repeat banner at race expo	X						

# Start Your Sponsorship Today!

- For more information, or to secure your sponsorship, email [liteberer@gmail.com](mailto:liteberer@gmail.com)
- Due to marketing and production timelines, not all deliverables may be available for late sponsor commitments. Secure your sponsorship early to take full advantage of sponsor benefits.

