

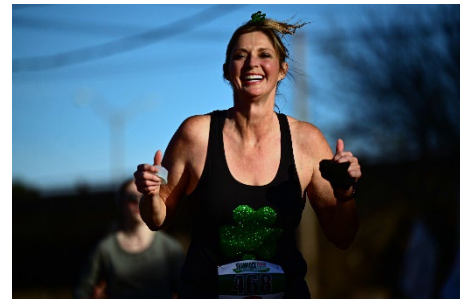


The Shamrock Run, in combination with the Wearin' of the Green St. Patrick's Day Parade offers a unique opportunity to

grow your business with exposure through the event and face-to-face engagement with the community. We are excited to support Baton Rouge Green this year in its efforts to plant and maintain Baton Rouge's trees and green spaces for the next generation.

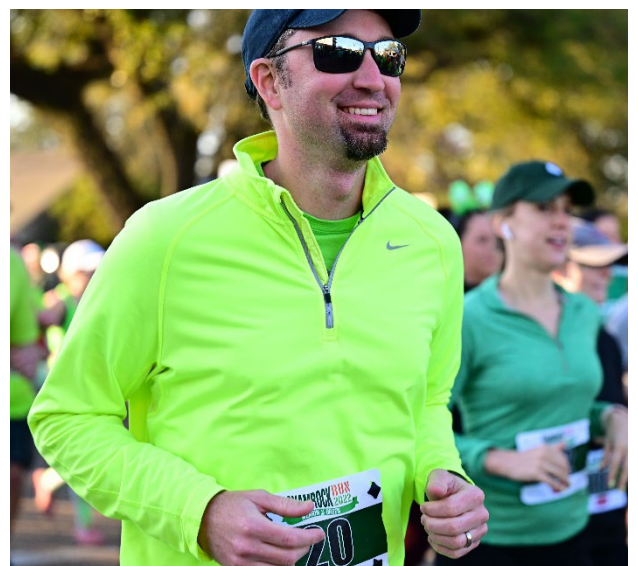
#### TARGET AUDIENCE

- Local and regional Southern Louisiana residents
- Average age is 39
- 42% Male / 58% Female
- Active and healthy lifestyle
- Successful careers, business owners, and home owners
- Actively engaged with the community



#### BENEFITS INCLUDE

- Brand and/or product prominently placed at event
- Logo and link placement on event website, email campaigns, and social media channels
- Goodie bag inserts of promotional material and/or samples
- Logo placement on event materials such as bib, mile markers and banners
- Space for a table or booth presence at the run after party
- Exposure to local and regional athletes, runners, and volunteers
- Announcements during the event
- Press and media exposure to local and regional news
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media, and online running communities



## SPONSORSHIP OPTIONS

Choose from the following sponsorship options:

**MILE MARKER/BANNER SPONSOR - \$3,000 (Limited to 1 sponsor)**

**YOU WILL RECEIVE:**

- ☘ Logo on seven 2'x3' standing coroplast signs staged strategically throughout run route
  - One Mile Mark (BREC park) Keep it Going
  - Knock Knock it off! RUN! (Nearing Halfway!)
  - Water Straight Ahead (~500 feet before water)
  - Two Mile Mark on E Lakeshore before train tracks by golf course
  - Final turn onto Perkins
  - Last Edward Avenue for ½ mile
  - Time to sprint
  - You Made it! or Way to Go! (for table) ☘
- ☘ 4 logos on multi-company banners, hung on barricades down Perkins (Value \$960)
- ☘ Hyperlinked Logo on websites, emails, social media channels
- ☘ Complementary race entry x 4

*And, if you would like...*

- Table Sponsor or Booth presence at race after party or display company signage at Water stop.
- Provide inserts or samples for goodie bag



**SINGLE-COMPANY BARRICADE BANNER SPONSOR - \$1,950**

**YOU WILL RECEIVE:**

- ☘ One (or Multiple Logos) on single 50' long barricade banner to be positioned near start of Shamrock Run.
  - Acknowledgment of your support throughout the event
  - Booth presence at race after party
  - Provide inserts or samples for goodie bag
- ☘ Hyperlinked Logo on website, emails, social media channels
- ☘ Complementary race entry x 4



**BIB SPONSOR - \$750 (Limited to 1 sponsor)**

**YOU WILL RECEIVE:**




- ☘ Logo on custom designed race bib
  - Acknowledgment of your support online and throughout the event
  - Provide inserts or samples for goodie bag
  - Booth presence at race after party
- ☘ Hyperlinked Logo on websites, emails, social media channels
- ☘ Complementary race entry x 4





### **BARRICADE BANNER SPONSOR - \$350\***

#### **YOU WILL RECEIVE:**

-  Logo on 1 multi-company banner, hung on barricades
  - Booth presence at race after party
  - Provide inserts or samples for goodie bag
  -  Hyperlinked Logo on website
  -  Complementary race entry
- \*For additional logos, add \$200 per logo*



### **TABLE SPONSOR/VENDOR BOOTH- \$200**

#### **YOU WILL RECEIVE:**

- Opportunity to market your business or service at a table during the event/after party.
- Opportunity to include business information or item (provided by sponsor) in the goodie bags.

*Note: Sponsors are responsible for bringing their own booth and items to the event. If you need power, please request early to see if it can be made available*



*Not ready for monetary sponsorship, but still want to have your business involved? Your company can support the event by providing in-kind products or services donations. Got something else in mind? Reach out to us soon and let's talk.*



### **IN-KIND DONATION SPONSOR**

**PROVIDE THE SHAMROCK RUN WITH...** products, prizes, or services valued at \$300 or greater

- Bottled water, sports or recovery drink
- Energy gels or bars
- Refueling food (fruit, veggies, bagels, etc.)
- Specialty finish line treats (ice cream, cupcakes, pizza, egg rolls, etc.)
- Race day meals for volunteers and staff
- Photography/videography services
- Medical first-aid volunteer personnel
- Prize merchandise, services, and goodies for top finishers (please specify)

#### **YOU WILL RECEIVE:**

- Acknowledgment of your support online and throughout the event
- Booth presence at race after party
- Provide inserts or samples for runner goodie bag
- Logo/link on website, emails, social media channels

*Note: Sponsors are responsible for bringing their own booth and items to the event. If you need power, please request early to see if it can be made available*