



2018 Lucky Charm 5K Sponsorship Guide

March 17, 2018
7:45 a.m. – Start

Mo's Place
21940 Kingsland Blvd.
Katy, Texas 77450

Presented By:
RA Sports Management

Title Sponsor-\$5,000 (LIMIT ONE)

Sponsorship benefits include:

- Exclusive naming rights for the Event to be named after Sponsor with all references indicating Sponsor
- Company Product and/or Service Exclusivity
- Lucky Charm 5K Run race logo to be integrated with company logo
- Media release announcing partnership to all established media outlets
- Recognition on social media pages throughout planning months (Twitter, Facebook, Instagram)
- Web banner dedicated to company for promotional services
- Prominent logo recognition on all Race Day signage, including sponsor banner and other printed race materials
- Announcer recognition at the Start Line and Post Race Party
- Logo recognition on front of ALL participant and volunteer race t-shirts
- Prominent logo recognition with a direct link to company website on race online registration website
- Tent provided at the Packet Pick-up and Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Opportunity to send an email blast to all registered participants after event (email content must be approved by RA Sports Management)
- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports Management 30 days prior to event)
- 15 complimentary race registrations

KidsK Sponsor -\$4,000 (LIMIT ONE)

Sponsorship benefits include:

- Naming rights for the KidsK race. "Kids K Presented by: Company Name"
- Company Product and/or Service Exclusivity
- Prominent logo recognition on all Event signage, including sponsor banner and other printed race materials
- Media release announcing partnership to all established media outlets
- Announcer recognition at the Start Line and Post-Race Party
- Recognition on social media pages throughout planning months (twitter, Facebook, Instagram)
- Logo recognition on back of ALL participant and volunteer race t-shirts
- Prominent logo recognition with a direct link to company website on registration website
- Tent provided at the Packet Pick-up and Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Opportunity to send an email blast to all registered participants after event (email content must be approved by RA Sports Management)

- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports Management 30 days prior to event)
- 15 complimentary race registrations

Food Sponsor - \$3,000

Sponsorship benefits include:

- Exclusive sponsor of the Post-Race Food Sponsor
- Recognition on social media pages throughout planning months (Twitter, Facebook, Instagram)
- Announcer recognition at the Start Line and Post Race Party
- Logo recognition on back of ALL participant and volunteer race t-shirts
- Logo recognition with a direct link to company website on the online registration website
- Prominent logo recognition on all Race Day sponsor banner
- Tent provided at the Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports Management 30 days prior to event)
- 10 complimentary race registrations

Photo Booth Sponsor - \$2,000

Sponsorship benefits include:

- Naming rights for the 10'x20' Post-Race Photo Booth.
- Recognition on social media pages throughout planning months (Twitter, Facebook, Instagram)
- Announcer recognition at the Start Line and Post Race Party
- Logo recognition on back of all participant and volunteer race t-shirts
- Logo recognition with a direct link to company website on the online registration website
- Prominent logo recognition on all Race Day sponsor banner
- Tent provided at the Packet Pick-up and Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports Management 30 days prior to event)
- 5 complimentary race registrations

Packet Pick Up Sponsor-\$2,000

Sponsorship benefits include:

- Opportunity to host one packet pick up at place of business
- Announcer recognition at the Start Line and Post Race Party
- Tent provided at the Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Recognition on social media pages throughout planning months (Twitter, Facebook, Instagram)
- Logo recognition on all participant race t-shirts
- Logo recognition with a direct link to company website on the online registration website
- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports Management 30 days prior to event)
- 5 complimentary race registrations

Water Station Sponsor - \$1,000 (LIMIT THREE)

Sponsorship benefits include:

- One on-course drink/refreshment stations with prominent signage and identification
- Recognition on social media pages throughout planning months (Twitter, Facebook, Instagram)
- Announcer recognition at the Start Line and Post Race Party
- Logo recognition on all participant race t-shirts
- Tent provided at the Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Logo recognition with a direct link to company website on the online registration website
- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports Management 30 days prior to event)
- 5 complimentary race registrations

Product/Service Partner-\$500 (a limited number of opportunities for select companies to contribute goods or services for the events)

Sponsorship benefits include:

- Logo recognition on the online registration website
- Recognition on social media pages throughout planning months (Twitter, Facebook, Instagram)
- Logo and URL link inclusions in two (2) race newsletters

- Space provided for tent at the Post Race Party to distribute promotional literature or participant give-a-ways (items must be approved by RA Sports Management 30 days prior to event)
- Opportunity to insert corporate literature or other promotional items for inclusion in race packets (items must be approved by RA Sports)
- Announcer recognition at the Start Line and Post-Race Party

Yes, I would like to be a partner of RA Sports Management and participate as:

- Title Sponsor \$5,000
- KidsK Sponsor \$4,000
- Post Race Food Sponsor \$3,000
- Packet Pick up Sponsor \$2,000
- Photo Booth Sponsor \$2,000
- Water Station Sponsor \$1,000
- Product/Service Partner \$500

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

- Payment is included. (Please make checks payable to Race Assist LLC.)
RA Sports Management, 6140 Highway 6 South, Ste 214, Missouri City, TX 77459
- Please invoice me at the address above.

I agree to be a corporate partner for the Lucky Charm 5K with RA Sports Management and fulfill my partnership commitment no later than March 1, 2018.

Signature: _____ Date _____

Printed Name: _____

A signed contract must be on file before partnership recognition is given. Please complete this partnership commitment form and send via email to sponsors@raceassist.com. Thank you for your participation!