

# Partnership Opportunities

**Saturday, June 6, 2020** | South Bend, Indiana

5K Walk | 5K Run | 10K Run | Half Marathon



  
**BEACON**<sup>™</sup>  
CHILDREN'S HOSPITAL  
[SunburstRaces.org](http://SunburstRaces.org)

# Invest in providing health and hope to children

You are invited to partner with Sunburst Races 2020 benefiting our region's only children's hospital, Beacon Children's Hospital. On June 6 over 10,000 runners, walkers, spectators and volunteers from across the United States will join forces to support the health and well-being of the children in our community. Starting in downtown South Bend, IN and finishing on the campus of Notre Dame, the Sunburst Races is one of the largest community events in Northern Indiana.

Sunburst offers several partnership opportunities – the perfect way to invest in the health and welfare of our community's children while reinforcing your brand image in front of thousands of spectators and participants.

Show your customers and your community that you support the region's only Children's Hospital, become a partner with Sunburst Races today.





# 2020 Partnership Opportunities

## Presenting Sponsor **KeyBank**

- o Exclusive Presenting Partner of the 2019 Sunburst Races benefiting Beacon Children's Hospital
- o Featured on all promotional print
- o Featured in social media campaigns
- o Featured on registration and results page
- o Exclusive logo placement on back of all participant and volunteer shirts
- o Unlimited (sponsor provided) banner placement throughout expo, start, course and finish
- o 75 free Corporate Team registration
- o Logo placed on bibs of all 4 events (Half Marathon, 10K, 5K, 5K Fitness Walk)
- o Free booth at expo with sponsor provided give-aways
- o Free sponsor provided gift/flyer placement in participant bags
- o Logo at top of website's main page, sponsor page, and placed on promotional poster
- o Opportunity to fire the starting gun at the beginning of an event, with a few words said



## Platinum Sponsor (8) \$10,000

- o Logo placed on bibs of all 4 events (Half Marathon, 10K, 5K, 5K Fitness Walk)
- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to two (sponsor provided) banners at expo/start and up to two (sponsor provided) banners at finish
- o 50 free Corporate Team registrations
- o Free booth at expo with sponsor provided give-aways
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

## Gold Sponsor (unlimited) \$7,500

- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to one (sponsor provided) banner at expo/start and up to two (sponsor provided) banners at finish
- o 30 free Corporate Team registrations
- o Free booth at expo with sponsor provided give-aways
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

## Silver Sponsor (unlimited) \$5,000

- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to one (sponsor provided) banner at expo/start and up to two (sponsor provided) banners at finish
- o 10 free Corporate Team registrations
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

## Bronze Sponsor (unlimited) \$2,500

- o Logo placement on back of Volunteer shirts
- o Up to one (sponsor provided) banner at expo/start and up to two (sponsor provided) banners at finish
- o Logo placement on sponsor page of Sunburst website and promotional poster

# 2020 Specialty Sponsorships

## Post Race Half Marathon Finisher Gift (1) \$10,000

- o Logo exclusively displayed on all \*item\* given to half marathon participants at the finish
- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to two (sponsor provided) banners at expo/start and up to two (sponsor provided) banners at finish
- o 50 free Corporate Team registrations
- o Free booth at expo with sponsor provided give-aways
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

Example



## Water Bottle Sponsorship (1) - \$10,000

- o Logo exclusively branded on all private labeled water bottles given to all finishers
- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to two (sponsor provided) banners at expo/start and up to two (sponsor provided) banners at finish
- o 50 free Corporate Team registrations
- o Free booth at expo with sponsor provided give-aways
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

Your logo here



Your logo here



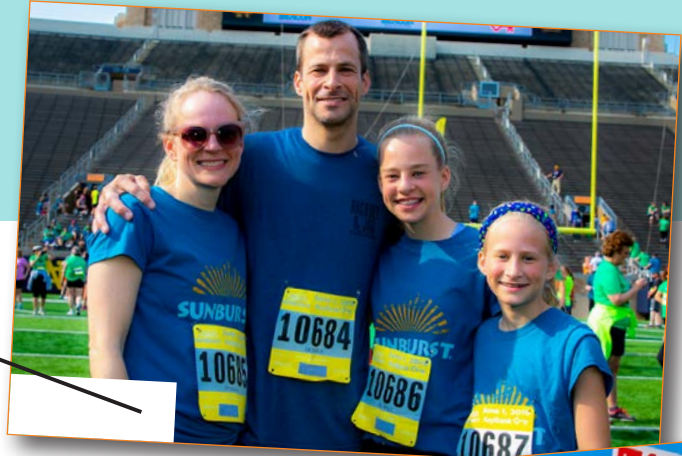
For more information call **574.647.6613**, email [sunburst@beaconhealthsystem.org](mailto:sunburst@beaconhealthsystem.org),  
or visit [SunburstRaces.org](http://SunburstRaces.org).

# 2020 Specialty Sponsorships Continued

## GameFace Photography Sponsorship (1) - \$10,000

- o Logo exclusively branded on all participant photos, which are pushed to participants free of charge
- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to two (sponsor provided) banners at expo/start and up to two (sponsor provided) banners at finish
- o 50 free Corporate Team registrations
- o Free booth at expo with sponsor provided give-aways
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

Your logo here



## Pace Team Sponsor (1) \$7,500

- o Logo prominently displayed on all pacer race shirts and pacer signs
- o Featured on pace team website
- o Featured in social media campaigns
- o Logo placement on back of Volunteer shirts
- o Up to one (sponsor provided) banner at expo/start and up to two (sponsor provided) banners at finish
- o 30 free Corporate Team registrations
- o Free booth at expo with sponsor provided give-aways
- o Free gift/flyer placement in participant bags – sponsor provided
- o Logo placement on sponsor page of Sunburst website and promotional poster

Your logo here



Your logo here



## Add on to any sponsorship package to increase your visibility:

- A. Packet Pickup Bags - \$3,000. Exclusive logo placement on packet pickup bags (1)
- B. Children (Miracle) Miles - \$1,000 per mile. A single mile dedicated to a particular patient of Beacon Children's Hospital (6)

For more information call **574.647.6613**, email [sunburst@beaconhealthsystem.org](mailto:sunburst@beaconhealthsystem.org), or visit [SunburstRaces.org](http://SunburstRaces.org).

# 2019 Marketing Reach

## SOCIAL MEDIA IMPRESSIONS



 Google AdWords  
Google Adwords:  
1,026,758

## WEB VISITS IMPRESSIONS




60,055  
(Oct. 1, 2018  
to June 30, 2019)

## SOCIAL MEDIA IMPRESSIONS



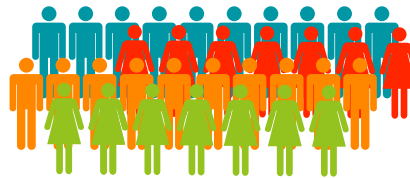
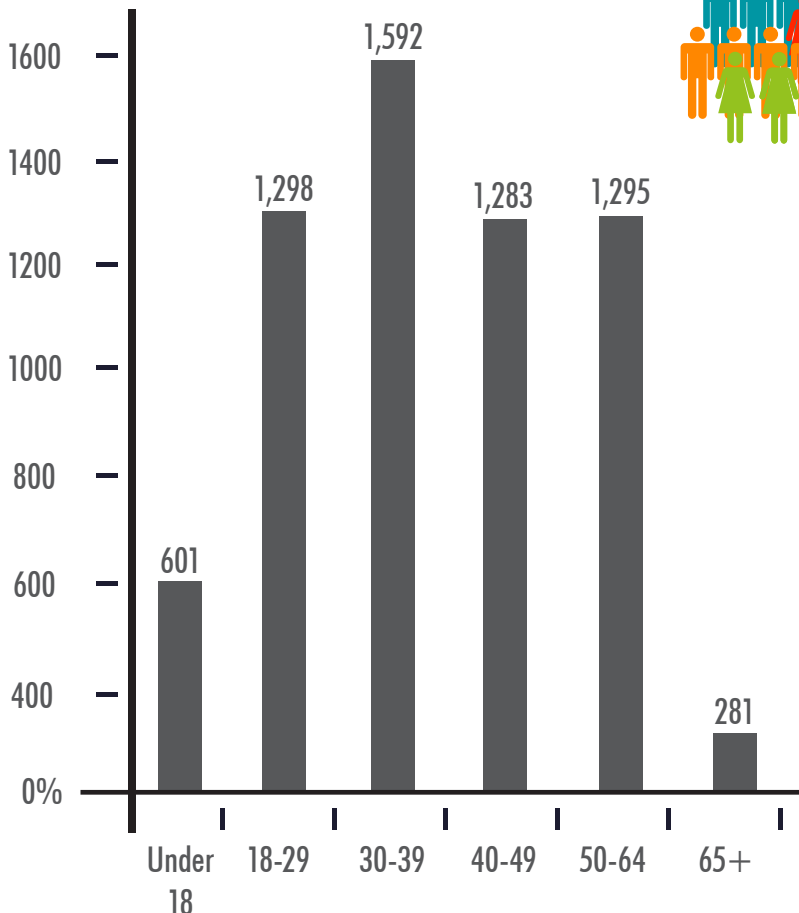
Total sent to  
635,316

## SOCIAL MEDIA REACH

Find us on   
Facebook:  
102,613

# 2019 Race Demographics

## AGES



6,350 race participants  
334 volunteers

## GENDER



**MALES**  
2,700



**FEMALES**  
3,650



Race participants represented  
35 states and 4 countries



