

SEACOAST RUNNING FESTIVAL



August 21–23, 2015
Salisbury Beach, MA

**2015 Sponsorship
Opportunities**

ABOUT THE EVENT

The Seacoast Running Festival at Salisbury Beach is the first of its kind. Over a three day period, Salisbury Beach center will host 4 themed running events, each with its own fun and unique twist.

By hosting these events over a long summertime weekend, this festival will attract over 10,000 participants and spectators to the Salisbury shoreline giving both local and national companies a great opportunity to help expose their business.

AUDIENCE

300,000 active and affluent participants in New England

OTHER FUN ACTIVITIES!

- Live Music
- Standup Paddleboarding
- Cycling Options
- Onsite Vendors
- Beach Beer Garden
- Crossfit Training
- Triathlon Training
- Guest Speakers

WHY SPONSOR?

Gain exposure to over 300,000 people across New England and demonstrate your commitment to the community by becoming a sponsor.

ABOUT THE BENEFICIARY

Proceeds benefit the Salisbury Beach Partnership, Inc.

The Salisbury Beach Partnership exists to promote the use of Salisbury Beach public recreational space and advocate for the preservation of its natural resources by promoting tourism with free entertainment, enhancing public gathering spaces and advocating for the protection of natural resources and improvement of general use infrastructure.

Their mission is to revitalize and protect Salisbury Beach by reconnecting the beach with North Shore users, from local communities to regional residents and visitors alike, so that everyone can enjoy the benefits of the enormous public and private investment in our revitalized waterfront. The Salisbury Beach Partnership is a non-profit 501-C3 organization. Their purpose is to:

- Establish and maintain Salisbury Beach as a great place on the North Shore of Boston for residents and visitors.
- Promote the recreational, historical, environmental, cultural, and community use of the beach.
- Increase tourism for higher economic impact.
- Preserve the beach's unique natural assets.
- Support revitalization efforts which they enhance economic growth, public use and access.
- Strengthen and bring the community together through a more vibrant Beach Center.

RACE SCHEDULE

80's 5K

Friday, August 21st at 7:00pm

Dress up like you're going "Back to the Future"....literally. We'll turn Salisbury Beach into 1986 as this fun themed run will draw thousands of people. The post-race will feature an 80's cover band for everyone to enjoy afterwards.

Wall's Ford Fiesta 10K Run

Saturday, August 22nd at 8:00am

This one of a kind event will attract a ton of people. We'll send the runners along the Ghost Trail and onto Beach Road for the finish. All participants are invited to a post-race party on the beach. Once all the runners have finished, we will announce a participant at random who has won a CAR!

Low Tide Mile

Saturday, August 22nd at 12:00pm (approx. low tide)

As running festivities are well under way, we'll be hosting our first beach run at approximately high noon on Saturday. A nice out and back course from the center of Salisbury Beach with more post-race fun to follow.

Northshore Half Marathon

Sunday, August 23rd at 7:30am

On the final day we will host our longest distance and most prestige event. The Northshore Half Marathon will start early Sunday morning through the streets and trails of Salisbury's best areas. Portions of the DCR and Ghost Trail will be utilized to create a fantastic, scenic and flat course for our participants.

SPONSORSHIP LEVELS

LEVEL	DESCRIPTION	PRICE
PRESENTING Platinum Sponsor	(Company) Presents... The Seacoast Running Festival	\$25,000
TITLE (PER RACE) Gold Sponsor	Select number of categories available, i.e. "The Ford Fiesta Run"	\$15,000
OFFICIAL Silver Sponsor	Exclusive category Sponsor of the Seacoast Running Festival	\$7,500 or equivalent in products or services
PARTNER Bronze Sponsor	Official Partner of the Seacoast Running Festival	\$3,000 or equivalent in products or services

SPONSORSHIP DETAIL

NOTE: Sponsorship commitments must be made prior to printing deadlines to guarantee company logo on printed items.

❖ **Platinum Sponsor Level (\$25,000 and over) – SOLD OUT!**

- Top level sponsor of Seacoast Running Festival
- Up to 10 company supplied banners (3x8) to be hung in start & finish area
- Sponsor logo prominent to all other sponsor logos in:
- All collateral materials including race brochures (50,000) and email blasts to over 300,000 active and affluent New England runners
- All event advertising
- All competitor & volunteer t-shirts (10,000+)
- All start and finish banners
- All race bib numbers given out
- Finish line break tape
- Right to develop promotions utilizing integration with festival
- Sponsor staffed booth space at registration and/or vendor and festival area
- Four complimentary race registrations at each race (16 total)
- Presenting opportunity for Sponsor representative at post race festivities
- Special PA announcements mentioning Sponsor during and after all races
- Company recognition on Seacoast Running Festival website
- Exclusivity in sponsor category
- Right of first refusal for Seacoast Running Festival in 2016

SPONSORSHIP DETAIL CONTINUED...

NOTE: Sponsorship commitments must be made prior to printing deadlines to guarantee company logo on printed items.

❖ Gold Sponsor Level (\$15,000)

- Only Six Available Gold Sponsors available
- Up to 4 company supplied banners (3x8) to be hung in start and finish areas
- Will be title sponsor for one of the existing running events
- Sponsor logo to appear on:
 - All collateral materials including race brochures (50,000) and email blasts to over 300,000 active and affluent New England runners
 - All event advertising
 - Back of all competitor & volunteer t-shirts (10,000+)
 - Exclusivity in sponsor category
 - Right of first refusal for 2016 race as Gold Sponsor
 - Sponsor staffed booth space at registration and/or vendor and festival area
 - Two complimentary race registrations for each race plus an additional two for the race as title sponsor (10 total)
 - Special PA announcements mentioning Sponsor during and after race
 - Company recognition on Seacoast Running Festival website

❖ Silver Sponsor Level (\$7,500 or equivalent in products or services)

- Unlimited number of Silver Sponsors available
- Exclusivity in sponsor category*
- Sponsor staffed booth space at registration and/or vendor and festival area
- Sponsor logo to appear on:
 - All collateral materials including race brochures (50,000)
 - Back of all competitor and volunteer t-shirts (10,000+)
 - Up to 2 company supplied banners (3x8) to be hung in start & finish areas
 - Two complimentary race registrations to race of their choice (2 total)
 - Special PA announcements mentioning Sponsor during

❖ Bronze Sponsor Level (\$3,000 or equivalent in products or services)

- Unlimited number of Bronze Sponsors available
- Sponsor logo to appear on:
 - All collateral materials including race brochures (50,000)
 - Back of all competitor and volunteer t-shirts (10,000+)
 - One company supplied banner (3x8) to be hung in start & finish area
 - Special PA announcements mentioning Sponsor during and after event

OTHER SPONSORSHIP OPPORTUNITIES

Beer Garden Exclusive Sponsor (\$15,000)

The Beach Beer Garden will be the *exclusive* event area for all participants to congregate immediately following each event. A beer and wine liquor license will be granted for this area for the entire 4-day period of the festival. Each participant will receive one free beer per event to be served in the Beach Beer Garden. The awards table as well as a music stage and/or DJ station is intended to be within this area for all to enjoy.

In addition, the Beach Beer Garden will be open during regular hours to sell beer for participants and the general public throughout the entire weekend outside of the daily racing schedule. During the off hours there will be activities people can sign up for such as yoga, cross fit and paddle boarding. We will also have entertainment each night and a firework display on Saturday.

- Prominent “Sponsored by (your company name/logo)” included on the event website
- Beer garden located in beach center where the runners start and finish
- Logo included on event emails that reach over 300,000 New England runners and local residents
- Special PA announcements mentioning (your company name) as the official beer garden sponsor
- Company supplied materials to be branded inside Beach Beer Garden (i.e. signs, tables, chairs, cups)
- Exclusive distributor for the Salisbury Brew Fest scheduled to be Saturday, August 22nd from 4pm-7pm
- Beach Beer Garden will be the sales area to purchase tickets to Brew Fest and initial starting point
- Minimum of two specially designed events (TBD) to be promoted and hosted inside the Beach Beer Garden not pertaining to the post-race festivities

OTHER SPONSORSHIP OPPORTUNITIES CONTINUED...

Vendor Space (\$1,000)

- Unlimited number of Vendor space available
- Dedicated 10'x10' space at festival area from August 20th-August 23rd
- Non-profits receive 50% discount at \$500
- Food sampling must meet all necessary health codes and receive health permit as needed.
- 50% discount for onsite booth space at an additional \$500

Entertainment Sponsor (\$400)

- Limited number available. TBD as event schedule is set.
- Exclusive sponsorship for one music act scheduled during the event. i.e. "(BAND) Brought To You By _____"
- One Company provided 3'x8' banner to hang on stage.
- PA Announcements promoting both band and sponsor.

Water Stop Sponsor (\$250 plus volunteers)

- Up to 15 water stops available during entire festival
- We will provide water, cups, and tables
- You will provide your company branded materials

Payment Information

- Check enclosed
- Check to follow
- Send invoice

Total Sponsorship Amount (\$) _____

*Please make check payable to Salisbury Beach Partnership, Inc.

Sponsor Contact Information

Primary Contact:

Company Name:

Address:

City: _____ State: _____ Zip/Postal Code: _____

Please send completed sponsorship form to:

Salisbury Beach Partnership, Inc.
98 Elm Street
Salisbury, MA 01952

Questions?

Eli Bailin, Founder & Event Director
Green Stride
E. racedirector@greenstrideraces.com
P. (978) 270-2026