



American Lung Association in Colorado

Run the Rocks

LIVE. BREATHE. COLORADO

Sunday, October 13, 2019
Red Rocks Amphitheatre | Morrison, CO
10K, 5K and Family Fun Run
Lung.org/RuntheRocks

All Sponsorship Opportunities

Sponsors are partners. We recognize there are different reasons a company might want to partner with us in particular for this classic Colorado event.

- A seamless mission alignment around improving air quality and lung health
- Offers a fun, unique way to build employee and team engagement
- Provides a way to show a company's investment in the community
- Or a combination of marketing, community engagement and team needs



Whatever the motivation, we are excited to work with you to develop a package that best suits the unique needs of your organization.

About Run the Rocks

Run the Rocks is a run/walk challenge which combines breathtaking scenery with a demanding 10K, 5K, or shorter Fun Run. This year we intend to host 2,000 participants and friends on a course that begins with the rugged terrain of the upper lots at Red Rocks, continues along the beautiful park roads towards Morrison, and concludes with the legendary Red Rocks Amphitheatre stair run. It's not just an experience for the eye. Bands along the route keep the participants entertained and motivated to complete the run. Some Run the Rocks participants race to beat the clock. Others slowly take in the fabulous panorama and enjoy the pride of finishing. In either case, they know they are doing something great for themselves and for the American Lung Association in Colorado.

Summary of Benefits

All sponsorship levels include an opportunity to provide:

- Positive brand association and affinity with the 2019 Run the Rocks
- Strong presence to a live audience estimated to reach 1,700 participants plus an additional 300+ spectators

Below are the various levels of sponsorship but please note that all sponsorships benefits and levels can be customized and changed.

Presenting Sponsor - \$15,000 (1 available)

Team Activation

- 150 team member registrations
- Team Tent at Start Line
- Team will start 5K event
- 4 VIP Parking Spots
- 4 invitations to exclusive Run the Rocks Networking Event
- Personal Trainer warm-up and training run created exclusively for your team
- Opportunity to host team Lunch and Learn or Company Breakfast

Naming and Licensing Rights Activation

- Exclusive Presenting Sponsor name integration for the 2019 Run the Rocks - Your company's name/logo will be completely integrated with event's brand (e.g. "Run the Rocks presented by "Company")
- Category exclusivity for the 2019 Run the Rocks
- Right of first refusal of presenting sponsorship of 2020 Run the Rocks
- Licensing use of Run the Rocks logo and "Proud Sponsor" moniker statewide for term of agreement
- Ability to promote Run the Rocks partnership in marketing materials through 2019

Day of Event Onsite Promotion

- Display Table at Finish Line - with opportunity to provide a give-away item
- Banner (provided by company) on display at start
- Logo on t-shirt
- Logo on sponsor thank you banner displayed at event
- Logo on event medal presented to all participants
- Opportunity to speak (3-5 minutes) at start of event

Marketing

- Presenting Sponsor Logo integration on all promotional brochures (dependent on when agreement is received)
- Presenting Sponsor Logo integration on 200+ promotional posters (dependent on when agreement is received)
- Presenting Sponsor recognition and logo and link on Run the Rocks website
- Presenting Sponsor recognition in all Run the Rocks Facebook posts
- One thank you post and two dedicated Forwarded/Promoted content posts on Facebook, between agreement signing and October 30

CLEAN ENERGY ADD-ON BENEFITS TO BE TAILORED TO EACH PROPOSAL/LEVEL

Electric Vehicle/Clean Energy Showcase

- Opportunity to bring electric vehicles to event for display/test drive at start line
- Opportunity to have electric vehicle start the run as a pace car
- Opportunity to provide creative display or other integrative ideas for the event

\$10,000 Platinum Sponsorship

Team Activation

- 100 team member registrations
- Team Tent at Start Line
- 4 VIP Parking Spots
- 4 invitations to exclusive Run the Rocks Networking Event
- Personal Trainer warm-up and training run created exclusively for your team
- Opportunity to host team Lunch and Learn or Company Breakfast

Day of Event Onsite Promotion

- Display Table at Finish Line - with opportunity to provide a give-away item
- Banner (provided by company) on display at start
- Logo on t-shirt
- Logo on sponsor thank you banner displayed at event

- Logo on photo booth photos

Marketing

- Logo integration on all promotional brochures (dependent on when agreement is received)
- Logo integration on 200+ promotional posters (dependent on when agreement is received)
- Logo and link on Run the Rocks website
- One thank you post and two dedicated Forwarded/Promoted content posts on Facebook, between agreement signing and October 30
- Licensing use of Run the Rocks logo and “Proud Sponsor” moniker statewide for term of agreement
- Ability to promote Run the Rocks partnership in marketing materials through 2019



\$7,500 Sponsorship

Team Activation

- 75 team member registrations
- Team Tent at Start Line
- 2 VIP Parking Spots
- 2 invitations to exclusive Run the Rocks Networking Event
- Opportunity to host team Lunch and Learn or Company Breakfast

Day of Event Onsite Promotion

- Display Table at Finish Line – with opportunity to provide a give-away item
- Banner (provided by company) on display at start
- Logo on t-shirt
- Logo on sponsor thank you banner displayed at event

Marketing

- Logo integration on all promotional brochures (dependent on when agreement is received)
- Logo integration on 200+ promotional posters (dependent on when agreement is received)
- Logo and link on Run the Rocks website
- One Thank you post and two dedicated Forwarded/Promoted content posts on Facebook, between agreement signing and October 30
- Licensing use of Run the Rocks logo and “Proud Sponsor” moniker statewide for term of agreement
- Ability to promote Run the Rocks partnership in marketing materials through 2019

\$5,000 Sponsorship

Team Activation

- 50 team member registrations
- Team Tent at Start Line
- 2 VIP Parking Spots
- 2 invitations to exclusive Run the Rocks Networking Event
- Opportunity to host team Lunch and Learn or Company Breakfast

Day of Event Onsite Promotion

- Display Table at Finish Line – with opportunity to provide a give-away item
- Banner (provided by company) on display at start
- Logo on t-shirt
- Logo on sponsor thank you banner displayed at event

Marketing

- Logo and link on Run the Rocks website
- One Thank you post and two dedicated Forwarded/Promoted content posts on Facebook, between agreement signing and October 30
- Licensing use of Run the Rocks logo and “Proud Sponsor” moniker statewide for term of agreement
- Ability to promote Run the Rocks partnership in marketing materials through 2019

\$2,500 Sponsorship

Team Activation

- 25 team member registrations
- Team Tent at Start Line
- 1 VIP Parking Spots
- 2 invitation to exclusive Run the Rocks Networking Event
- Opportunity to host team Lunch and Learn or Company Breakfast

Day of Event Onsite Promotion

- Banner (provided by company) on display at start
- Logo on t-shirt
- Logo on sponsor thank you banner displayed at event

Marketing

- Logo and link on Run the Rocks website

- One Thank you post and two dedicated Forwarded/Promoted content posts on Facebook, between agreement signing and October 30
- Licensing use of Run the Rocks logo and “Proud Sponsor” moniker statewide for term of agreement
- Ability to promote Run the Rocks partnership in marketing materials through 2019



\$1,000 Sponsorship

Team Activation

- 10 team member registrations
- 2 invitations to exclusive Run the Rocks Networking Event
- Opportunity to host team Lunch and Learn or Company Breakfast

Marketing

- One Thank you post on Facebook, between agreement signing and October 30

Thank you for your consideration

We recognize that you receive and review many sponsorship proposals. We appreciate your time and consideration of this opportunity. If you have any questions or require more information or would like a formal presentation, please let me know. Also, we are happy to work with you on customizing the benefits package. Thank you.

Partnership Commitment Form

- Yes, I want to Sponsor the 2019 Run the Rocks Event at the following level (please check one)
- \$15,000 Presenting Sponsor
 - \$10,000 Platinum Sponsor
 - \$7,500 Sponsor
 - \$5,000 Sponsor
 - \$2,500 Sponsor
 - \$1,000 Sponsor

Company Information:

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Email: _____

Signature: _____

Payment Information:

- Our check is enclosed. (Please make checks payable to American Lung Association)
- Please invoice me.
- Please contact me for credit card payment.

In addition to our financial partnership, we would like to support in the following ways:

- We would like to discuss a member of our staff to serve on the Run the Rocks Committee
- We have employees who would like to become day of event volunteers.

Checks may be made payable to: American Lung Association, 5600 Greenwood Plaza Blvd, Ste 100, Greenwood Village, CO 80111

American Lung Association Development Staff Contact:

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