



YPD BLUE 5K Run for a Reason

***High Visibility Sponsorship Opportunities
for Your Business***

The Yarmouth Police Relief Association invites you to sponsor its 1st annual road race, the YPD Blue 5K – Run for a Reason on Sunday, May 18, 2008.

This run-walk race will benefit the National Law Enforcement Memorial Fund, the Yarmouth Police Relief Association, and the Holly Young Volleyball Scholarship Fund at Dennis-Yarmouth High School.

Your sponsorship will provide high visibility advertising and promotion of your business before, during, and after the race event among runners, walkers and their families and friends – all great prospects for your products and services! To boost registrations and spectators, we are heavily promoting this race via local print and radio media, New England running clubs and running web sites, and through local schools, community organizations, and statewide police agencies.

Race facts

When: Sunday, May 18, 2008 at 11:00 AM

Where: Skipper Restaurant, 152 South Shore Drive, South Yarmouth, Massachusetts

Event highlights: Scenic running route along Nantucket Sound and Bass River, free chowder and burgers after the race, complements of the Skipper Restaurant – sure to draw a crowd!

Sponsorship Levels

Bronze Level Sponsorship: \$100

Benefits:

- Your company's logo on signage at registration desk
- Goody Bag Insert: Branded premium item, product sample, and/or coupons/special offers from your business will be included in the Goody Bag distributed to all registered runners and walkers

- Your company's logo, brief description and web site link on YPD Blue 5K web site: www.ypdblue5k.com
- Your company's logo on race promotional flyers and posters which will be distributed throughout the Mid-Cape community (public buildings and local businesses), running clubs throughout New England, Massachusetts police agencies, other local road races, etc.

Silver Level Sponsorship: \$250

Benefits:

- Goody Bag Insert: Branded premium item, product sample, and/or coupons/special offers from your business will be included in the Goody Bag distributed to all registered runners and walkers
- Your company's logo, brief description and web site link on YPD Blue 5K web site: www.ypdblue5k.com
- Your company's logo on race promotional flyers and posters which will be distributed throughout the Mid-Cape community (public buildings and local businesses), running clubs throughout New England, Massachusetts police agencies, other local road races, etc.
- *Your company's logo on large sign at registration desk*
- *Your company's logo silk-screened on the back of the official race t-shirt*
- *Opportunity to set up table/exhibit in the registration area to distribute branded premium items, product samples, product information, and sell products*
- *1 free race entry*

Gold Level Sponsorship: \$500

Benefits:

- Your company's logo on large sign at registration desk
- Your company's logo silk-screened on the back of the official race t-shirt
- Goody Bag Insert: Branded premium item, product sample, and/or coupons/special offers from your business will be included in the Goody Bag distributed to all registered runners and walkers
- Your company's logo on race promotional flyers and posters which will be distributed throughout the Mid-Cape community (public buildings and local businesses), running clubs throughout New England, Massachusetts police agencies, other local road races, etc.
- Opportunity to set up table/exhibit in the registration area to distribute branded premium items, product samples, product information, and sell products
- *2 free race entries*
- *"Above the fold" position of your company's logo, brief description and web site link on YPD Blue 5K web site: www.ypdblue5k.com*
- *Branded Goody Bag: Use your company's branded bag as the official Goody Bag distributed to all registered runners and walkers (one available)*
- *Large company logo on Back of T-shirt (3 available)*

- *Signage at Mile Markers (3 available)*
- *Audio announcement at beginning of race and at awards ceremony*

Platinum Level Sponsorship: \$1,000

Benefits:

- Goody Bag Insert: Branded premium item, product sample, and/or coupons/special offers from your business will be included in the Goody Bag distributed to all registered runners and walkers
- Your company's logo on race promotional flyers and posters that will be distributed throughout the Mid-Cape community (public buildings and local businesses), running clubs throughout New England, Massachusetts police agencies, etc.
- Opportunity to set up table/exhibit in the registration area to distribute branded premium items, product samples, product information, and sell products
- *Your company's logo on large sign at registration desk: special positioning and sizing for Platinum sponsor*
- *"Above the fold" position of your company's logo, brief description and web site link on YPD Blue 5K web site: www.ypdblue5k.com – special recognition as Platinum Sponsor*
- *Large company logo on Back of T-shirt in "Headline" position (one available)*
- *Audio announcement at beginning of race and at awards ceremony: special recognition as Platinum Sponsor*
- *Free hotel room for weekend stay*
- *3 free race entries*
- *Skipper Restaurant Gift Certificate*

Other Sponsorship Opportunities:

In Kind Prize Donations for Prize Raffle

- Donate gift certificates to your business, free products, etc. Runners and spectators will participate in the raffle before and after the race. Raffle winners and sponsors will be announced over the Public Address System after the Awards Ceremony.

Custom Sponsorship Opportunities:

- Do you have a unique sponsorship idea, or would you like to discuss special ways to promote your business during our event? Please contact us!

To reserve your sponsorship or for more information about our sponsorship opportunities, please contact:

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