

The 36th Annual



2015 SPONSORSHIP PACKAGE

SATURDAY, JUNE 20TH AT 5:30 PM



OUR MISSION

The non-profit Shelter Island Run, Inc. founded in 1980 is dedicated to create positive awareness through running and health at our renowned annual 10k road race. Our mission is to provide funds to our communities youth, adults and seniors through education and services.

Along with the Shelter Island Community Fund we wish to inspire and support others by assisting our local charities through philanthropy.

WHY THE SHELTER ISLAND 10K IS A GREAT SPONSORSHIP OPPORTUNITY



The Shelter Island 10K run was founded in 1980 by Cliff Clark, John Strode and Jack Faith. They thoughtfully combined the excitement of an elite field with the “everyday runner”. The beautiful course, enthusiastic, diverse participants and wonderful volunteers merged to produce an amazing event. Proceeds from the historic Shelter Island Run benefit three different local charities:

- Shelter Island Run Community Fund
- East End Hospice
- Timothy Hill Children’s Ranch.

The race is a USA Track & Field Certified course.

You will find the sponsorship level best suited to you below.

SPONSORSHIP OPPORTUNITIES

| | Platinum | Gold | Silver | Bronze | In-Kind | Families |
|--|-----------------|----------------|----------------|----------------|-------------|----------------|
| Donation Level | \$15,000 | \$5,000 | \$3,000 | \$1,500 | \$-- | \$1,000 |
| Spots Available | 1 | 10 | 15 | 20 | | |
| Race titleship - Naming Rights (2years @ \$12,000) | ✓ | | | | | |
| Company Logo on all Publicity | ✓ | | | | | |
| Company Logo on Start and Finish Banners | ✓ | | | | | |
| Company Logo on Vertical Mile Banners (6) | ✓ | | ✓ | | | |
| Company Logo on Runner’s Shirt | ✓ | ✓ | | | | |
| Company Logo on Volunteer’s Shirt | ✓ | | ✓ | | | |
| Company Logo on Hats | ✓ | ✓ | ✓ | | | |
| Company Logo on Race Number | ✓ | ✓ | | | | |
| Company Logo on Water Bottle and Goody Bag | ✓ | ✓ | ✓ | ✓ | | |
| Company Logo on Medals | ✓ | | | | | |
| Complimentary Race Entries | 10 | 4 | 2 | 2 | | 2 |
| Guests Entries to the VIP Hospitality Tent | 10 | 4 | | | | |
| Company Promotional Materials in Goody Bag | ✓ | ✓ | ✓ | | ✓ | |
| SI 10k Board Participation | ✓ | | | | | |
| Meet and Greet Social with Elite Runners | | | | | | ✓ |
| Official Network Press Sponsor | | | ✓ | | | |
| Official Post Race Party Sponsor | | ✓ | | | | |
| Official Tent Sponsors: (1 Sponsor/Tent) | | | ✓ | | | |
| - VIP, Water, Medical, Expo, Hospitality | | | | | | |

We are aware that sponsorship of any of the above items may not suit your current marketing aims. We are therefore willing to tailor a package to suit your needs. Please feel free to contact the Sponsorship Office to discuss your requests at (631) 805-6279 or sponsor@shelterislandrun.com.

PRESS

| | Platinum | Gold | Silver | Bronze | In-Kind | Families |
|---|----------|---------|---------|---------|---------|----------|
| Donation Level | \$15,000 | \$5,000 | \$3,000 | \$1,500 | \$-- | \$1,000 |
| Print - full page ad in official race journal | 2 | 1 | | | | 1 |
| Print - half page ad in official race journal | | | 1 | | | |
| Print - quarter page ad in official race journal | | | | 1 | 1 | |
| TV - VIP interview on YES network | ✓ | | | | | |
| TV - Company endorsement on YES network | ✓ | ✓ | ✓ | | | |
| Radio - Company included on all promotional spots with LI Radio Broadcasting (WBEA, WEHM, WBAZ) | ✓ | ✓ | ✓ | | | |
| Radio and Newspaper ads will include your company in promotional materials | ✓ | ✓ | ✓ | ✓ | | |
| Press Releases - Inclusion in race announcement, logo announcement, media alerts and follow-up releases | ✓ | ✓ | ✓ | | | |
| Website - Company logo with hyperlink to your homepage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email campaign - Company logo on emails with hyperlink to homepage through Constant Contact | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Race listed on Running USA events calender - largest online directory of races | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media - Facebook and Twitter | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Your marketing materials at the LI Marathon Expo | ✓ | ✓ | ✓ | ✓ | | |



SPONSORSHIP AGREEMENT

Name of Business/Individual: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

This agreement is between The Shelter Island Run, Inc., PO Box 266, Shelter Island, NY 11964 and the above Business/Individual, and is related to the sponsorship and participation in the Shelter Island 10K race (SI10K) on June 20, 2015.

SPONSORSHIP CATEGORIES - Please Check Category

Platinum - \$15,000

Bronze - \$1,500

Gold - \$5,000

In-Kind - \$

Silver - \$3,000

Families - \$1,000



CONTACT INFORMATION

Thank you for considering this request for sponsorship. Please feel free to contact us with any questions or comments you may have. The Shelter Island Run, Inc. is looking forward to working with you. Your time and interest is greatly appreciated.

Sincerely,

Mary Ellen Adipietro, *Race Director*

Julie O'Neill Bliss, *Sponsorship and Marketing Coordinator*

Please make check payable to: **Shelter Island Run, Inc.**

Mailing address: **Post Office Box 266, Shelter Island, NY 11964**

(631) 805-6279 • sponsor@shelterislandrun.com

Gifts are tax deductible within the limits of the law 501(c)(3).

SHELTER ISLAND:

Nestled between the North and South Forks of Long Island. 100 miles east of NYC, reached via a brief car ferry ride from both forks.

