



# RACE SERIES PARTNERSHIP PROPOSAL

[www.mysparkfoundation.org](http://www.mysparkfoundation.org)

## THE RACES

As a race series sponsor, you can be an integral part of our programming and events throughout the year. You can deepen your commitment to helping Northwest Arkansas build the habits for an active, healthy lifestyle by pledging to support The Spark Foundation's five annual races:

- **Nutty Runner 5k** (June 11th 2022) –The Nutty Runner 5K is our version of your typical nonprofit gala. Grown-ups dress up for a cause they care about, enjoy some local craft beverages, and rally together to increase access to health and fitness education and opportunities in Northwest Arkansas. The catch? Attire is running clothes not formal wear and we're keeping it mission-driven with a 5K run or walk around Fayetteville! The spirited cheer stations, hilly course, and finish line atmosphere make for a great celebration as runners and advocates come together for a few of NWA's favorite things: outdoor recreation, craft beer, and giving back. ([www.nuttyrunner5k.com](http://www.nuttyrunner5k.com))
- **Cow Paddy Run** (May 14th 2022) – Our cornerstone race supports our local schools, students and teachers through direct giving and our keystone fund with the Fayetteville Public Education Foundation. ([www.cowpaddyrun.com](http://www.cowpaddyrun.com))
- **What's Your Spark 5k?- Springdale (March 5<sup>th</sup>) & Springdale (April 2<sup>nd</sup>)** Borrowing the model from our Cow Paddy Run we will be hosting 2 out-of-Fayetteville races geared towards kids and with participation prize money going back to the local schools.
- **Fayetteville Firefighters Hero Half Marathon** (October 15<sup>th</sup> 2022) – Co-hosted with Fayetteville Firefighters Association – IAFF Local 2866, this race honors firefighters and first responders while highlighting the beautiful Razorback Regional Greenway ([www.herohalfmarathon.com](http://www.herohalfmarathon.com)). New distances for 2022: 10k, 5k and 1k.
- **Turkey Trot-n-Trek** (Thursday November 24th 2022) – The aptly named "trot-n-trek" is a family-friendly event featuring a road and trail race on Thanksgiving. Fayetteville's first and only Thanksgiving Day turkey trot!

## OUTREACH PROGRAMMING

You would also be part of the work at the core of our mission: programs that build the habits for an active, healthy lifestyle. Here are some of the ways your sponsorship would benefit our participants:

- **Scholarships to local races** – Help children experience the joy of setting a goal and following through by sponsoring their registration for our 5K races.
- **Pay-Your-Age** – Help lower barrier to entry for area children under 16 by implementing pay-your-age for our kid friendly distances and races.
- **Community and Recognition** – Celebrate student accomplishments and sense of belonging with medals and other tokens when they achieve their goals as well as Spark running club shirts to build strong connections and pride in their accomplishments.
- **Goal Setting for All Ages-** Work with local school's run clubs to provide kid focused quarterly races to achieve goals for all ages and paces.



## **BENEFITS OF SEASON SPONSORSHIP**

Your donation is fully tax-deductible. Additionally, by committing early to a full series sponsorship, you will:

- Ensure inclusion of your logo in all print and email marketing throughout the calendar year
- Secure reservation of prime booth locations and aid/cheer stations for all events
- Be prominently featured on nonprofit website, all race websites, and race registration pages
- Be recognized as a Series Sponsor in our announcements during race day commentary
- Have your logo featured at our start/finish lines

## **SEASON SPONSORSHIP LEVELS**

### ***Presenting Sponsor \$30,000+***

**1 available**

- Ten (10) entries to all Spark races and events
- Receive premium logo placement on *all* race shirts, signs, social media, etc. for community-wide exposure
- Featured logo placement on both start and finish line arches which are prominently displayed in all start and finish line photos
- All races will use the tag: "Spark race name presented by *your business name*"
- Mention as Presenting Sponsor in all media appearances
- Social media features
- Presenting logo on step-and-repeat banner at Hero Half Marathon finish line
- Logo featured on step-and-repeat banner for all races

### ***Platinum Sponsor: \$10,000+***

**3 available-2 available**

- Five (5) entries to all Spark races and events
- Receive premium logo placement on *all* race shirts, signs, social media, etc. for community-wide exposure
- Featured logo placement on start/finish line arches which are prominently displayed in all start and finish line photos.
- Mention as Platinum Sponsor in all media appearances
- Individual social media features for each race
- Logo on step-and-repeat banner for all races

**Gold Sponsor: \$5,000+**

5 available

- Three (3) entries to all Spark races and events
- Receive premium logo placement on *all* race shirts, signs, social media, etc. for community-wide exposure
- Logo featured at start/finish line at 3 Spark races of your choosing
- Mention as Gold Sponsor in race day announcements
- Social media features for each race
- Logo on step-and-repeat banner for all races

**Silver Sponsor: \$3,000+**

10 available

- 75% off up to 5 entries to all Spark races and events
- Your logo featured prominently at our biggest race (Hero Half Marathon) and one more race of your choosing
- Mention as Silver Sponsor in race day announcements
- Social media features for each race

**Bronze Sponsor: \$2,500+**

- 50% off up to 5 entries to all Spark races and events
- Mention as Bronze Sponsor in race day announcements
- Logo featured on step-and-repeat banner for all races
- Social media feature leading up to each race

***Spark is grateful for donations of all sizes! If a series level sponsorship doesn't suit your budget, please consider sponsoring one or a few of our races. Sponsorships for single races accepted at all levels.***

**Hero Half Marathon Training Program Sponsor:** Put your running/exercise products and services directly in front of consumers. Have direct access to our athletes for 15 weeks and multiple opportunities to showcase your unique company. Sponsorship for our training program may include cash sponsorships as well as “in-kind” consideration.



If you wish to become a sponsor or have any questions, we would love to hear from you!  
Please contact Carey Ashworth at [director@mysparkfoundation.org](mailto:director@mysparkfoundation.org) or 479-340-2162