

Tour de Noank 5K Road Race

Saturday, June 8, 2019

Tour de

NOANK



EVENT PROFILE

This is one of a series of certified course race events that encourages and promotes healthy activities, one of the pillars of the Parks and Recreation Department. The event also stimulates economic activity within the community. A portion of all proceeds benefits special needs programs.

This certified 5K road race has become a community tradition. Winding through the scenic streets of Noank, the course begins and ends at Esker Point Beach. Incorporating both the 5K and a half-mile Kids Fun Run for ages 3-12, this race event is a favorite for many families.

PROMOTIONAL PLAN

- Advertising in Groton Parks & Recreation Summer Brochure (distribution of 19,000+)
- Event Banner along Route 1 (15,100 vehicles pass by daily)
- Press Releases
- Social Media Campaign – Facebook
- Website Information
- Special Invitation to Past Participants
- Radio

EXCLUSIVE

SPONSORSHIP BENEFITS	STARTING LINE SPONSOR \$250	FINISH LINE SPONSOR \$500	HYDRATION STATION SPONSOR (1 per race) \$1,500
ONLINE			
Logo posted on special events page on GrotonRec.com with a link to sponsor's website	✓	✓	✓
SIGNAGE			
Opportunity to hang banner at race		✓	✓
Large logo printed prominently on back of race t-shirts (With commitment by May 15, 2019)			✓
Small logo on race day shirt	✓	✓	
Logo on distance marker signs along race route			✓
MEDIA PROFILE			
Logo included on special event page in Summer <i>DISCOVER</i> guide (With commitment by April 1, 2019)		✓	✓
Recognition in printed race publicity (posters, press releases, & more)		✓	✓
Recognition in radio promotions			✓
ONSITE			
Opportunity to include information in race packet	✓	✓	✓
Info booth or table in the pre-race area		✓	✓
Opportunity to distribute promotional items to participants		✓	✓
Live recognition during pre-race ceremony		✓	✓
Exclusive promotional opportunities at water stop			✓

Groton Parks & Recreation

SPONSOR COMMITMENT FORM

Please complete and return to the address below. Please print all names legibly and exactly as they should appear in all publications.



Sponsor Name

Contact Person

Mailing Address

Billing Address

City State Zip

Phone Email

TYPE OF CONTRIBUTION

Cash- complete box to the right

In-Kind Sponsorships

In-Kind sponsorships for any of our events are greatly appreciated. Needs vary by event. If your company would like to contribute to any of our events by providing donation of goods and/or services, please contact Mark Berry as noted below. (complete description box below)

Description

SPONSORSHIP OPPORTUNITIES

**Only 1 per race ** Indicates only 1 available*

Souper Bowl

- Ladle Sponsor \$600
 Spoon Sponsor \$350

Race Sponsors - Check one

- Mystic Irish 5K
 Mystic Muddy Mayhem
 Tour de Noank
 Hydration Station Sponsor * \$1,500
 Finish Line Sponsor \$500
 Starting Line Sponsor \$250

Summer Soundwaves

- Headlining Sponsor \$500
 Supporting Sponsor \$250

4th of July Parade

- Freedom Sponsor ** \$1,000
 Patriot Sponsor \$500
 Red/White/Blue Sponsor ** \$250

Celebration on the Themes

- Stage Sponsor ** \$1,500
 Supporting Sponsor \$150

Bakers Battle

- Sprinkles Sponsor \$600
 Sugar Sponsor \$350

What's it Worth?

- Heirloom Sponsor \$600
 Vintage Sponsor \$350

Chili Cook-Off

- Lights & Sirens Sponsor \$600
 9-1-1 Sponsor \$350

SPONSORSHIPS MUST BE RECEIVED BY APRIL 1 TO APPEAR IN THE SUMMER DISCOVER GUIDE.

If applicable, please email a camera-ready (.eps) color copy of your sponsor logo to the Email address below for promotional uses.

Questions: Please contact Mark Berry at mberry@groton-ct.gov or 860-536-5680

Check are made payable and mailed to: Groton Parks & Recreation 29 Spicer Avenue, Noank, CT 06340-5659

Signature

Date