



2020 SEASON PARTNERSHIP PROPOSAL

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 three annual races:

- **Nutty Runner 5K** (Saturday, March 14) – this race combines NWA's outdoor playfulness and desire to serve the community with the Fayetteville Ale Trail (www.nuttyrunner5k.com)
- **Cow Paddy Run** (Saturday, April 11) – our cornerstone race supports our local schools, students, teachers through direct giving and our keystone fund with the Fayetteville Public Education Foundation (www.cowpaddyrun.com)
- **Fayetteville Firefighters Hero Half Marathon (TENTATIVE: Sunday, October 25)** - 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)

Outreach Programming

You would also be part of the work at the core of our mission: our running clubs in local schools and other outreach 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 local one-mile and 5K races.
- **Healthy Snacks & Hydration** – ensure that children are getting the fuel they need for their bodies and brains are ready to grow and learn as well as personal, reusable water bottles to stay hydrated.
- **Community and Recognition** – celebrate student accomplishments and sense of belonging with medals and other tokens when they achieve their goals as well as running club shirts to build strong connections and pride in their team.

Benefits of Season Sponsorship

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

- receive premium logo placement on *all* race shirts for community-wide exposure
- 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
- earn a 20% off Sponsor Discount for all race registrations (in addition to the free registrations below!)

Season Sponsorship Levels

Ultra: \$30,000+ (commitment of \$7,500+ to each race plus additional support of outreach programming)

- Twenty (20) entries to all Spark races and events
- Bi-monthly social media features

Marathon: \$20,000+ (commitment of \$5,000+ to each race plus additional support of outreach programming)

- Twenty (20) FREE Cow Paddy Run registrations, ten (10) FREE Nutty Runner 5K registrations, seven (7) FREE Hero Half Registrations
- Monthly social media features

Half Marathon: \$10,000+ (commitment of \$3,000+ to each race plus additional support of outreach programming)

- Fifteen (15) FREE Cow Paddy Run registrations, eight (8) FREE Nutty Runner 5K registrations, five (5) FREE Hero Half Registrations
- Quarterly social media features in addition to posts during each race

5K: \$3,000-5,999 (commitment of \$1,000+ to each race)

- Ten (10) FREE Cow Paddy Run registrations, six (6) FREE Nutty Runner 5K registrations, three (3) FREE Hero Half Registration
- Biannual social media features in addition to posts during each race

Fun Run: \$1,500-2,999 (commitment of \$500+ to each race)

- Five (5) FREE Cow Paddy Run registrations, four (4) FREE Nutty Runner 5K registrations, one (1) FREE Hero Half Registration
- Social media feature leading up to each race

If you wish to become a sponsor or have any questions, we would love to hear from you!

Please contact Melissa Caffrey at director@mysparkfoundation.org or 479-387-7116

