

Sponsorship Investment Opportunity



The 2018 Lighthouse Loop
Half Marathon & 5K Races
7th annual race that benefits Volusia County's
high school athletic departments

Sunday, October 28, 2018

The Lighthouse Loop provides a unique opportunity for your business to help the local community while marketing your name and creating positive public relations. This is a spirited, community event along the beautiful coast of Volusia County benefiting our area high school athletes. West Volusia Runners (WVR), a local running club organizes the race with over 400 members who are dedicated to putting on a race that exceeds runners' expectations.

To date, the event has raised over \$135,000, all of which went directly into the athletic departments of each of Volusia County's ten public high schools thanks to supporting companies such as yours.

Your marketing dollars would go towards 1,500+ runners plus our 400 WVR members, who are: geographically in the area, believe in shopping local, range from 30-70 years old, middle to upper-middle income, strive to be healthy, very active on social media and will talk about your company.

Volusia County's Athletic Board has given us approval to proceed with this year's annual half marathon and 5k foot race on their behalf. This half marathon race will offer participants a challenging course starting from the Dunlawton Bridge and continuing along southbound A1A, looping the historical Ponce Inlet Lighthouse, then returning on picturesque Peninsula Drive and over the bridge to end at Aunt Catfish's on the River for a total of 13.1 miles.

This comes at a time when many of our young athletes are unable to play sports due to the lack of support, financially and emotionally. This event will help with the financial and

emotional challenges they face. Financially, each school receives an equal portion of the donation from the race. Our goal is to raise at least \$2,000 for each school, or \$20,000. Emotionally, the kids and staff will be proud to represent their school and will discover a great sense of self-worth volunteering for their community as they battle it out to see which school has the best water stop along the course!

We have no doubt that with your help we will once again meet our goal of \$20,000, but we cannot do it alone. Please consider being a sponsor for this event. Every level contributes to our success; choose the one that works best for your company.

Sponsorship Investment Levels

___ Gold Level \$1,000

- Logo and Name on event website, race emails and all race social media outlets
- One (1) Sponsor provided banner prominently displayed at the event
- Recognition by MC during the event and awards ceremony
- Six (6) total free race entries: Half or 5k
- Logo on the Sponsor Banner prominently displayed at all race events
- Large Logo/company name on back of runner race shirts provided to registered runners
- Sponsor supplied advertising/marketing item in all racer's registration bags
- Includes a Booth at the Event for Sponsor supplied tent/table for further promotion and marketing

___ Silver Level \$500

- Logo and name on event website, race emails and all race social media outlets
- Recognition by MC during the event and the awards ceremony
- Two (2) total free race entries: Half or 5k
- Logo on the Sponsor Banner prominently displayed at all race events
- Logo/company name on back of runner race shirts provided to registered runners
- Sponsor supplied advertising/marketing item in all racer's registration bags

___ Bronze Level \$250.00

- Logo on the Sponsor Banner prominently displayed at all race events
- Small Logo/name on back of runner race shirts provided to registered runners
- Small Logo/name on race website and on race social media outlets
- Sponsor supplied advertising/marketing item in all racer's registration bags

___ Friends and Donations \$100.00

- Sponsor supplied advertising/marketing item in all racer's registration bags

___ Booth at Finish Line Party \$50*

*Add on to Silver or Bronze Levels for only \$50 (Already included in Gold Level)

- Table at the finish line party / awards ceremony to further market your company
- Great one-on-one time with your potential customers

Please indicate your level of participation above and mail your payment payable to “WVR” or “West Volusia Runners” to:

West Volusia Runners, Inc.
P.O. Box 390254
Deltona, FL 32739

Please email your logo to don@runnershighracing.com for inclusion on the website and print document as per your sponsor level chosen. A Vector format file (.ai, .eps, .pdf) is preferred for best quality printing. If you have any sponsorship questions please contact Candace Ziegler at 386-212-1769 or sponsor@westvolusiarunners.com.