

# Blue Ridge Sports, Arts and Clubs Foundation

High Mountain Half Marathon

August 6, 2016



The Blue Ridge Sports Arts and Clubs Foundation is hosting the First Annual High Mountain Half Marathon on Saturday, August 6, 2016, and you are invited to support the foundation by being an event sponsor!

The Blue Ridge Sports, Arts and Clubs Foundation (BRSAC) is a 501c3 organization located in Lakeside, AZ. The BRSAC Foundation raises funds to support the sports, clubs and activities of students in the local area. The High Mountain Half Marathon will be our primary fundraiser this year. With the support of businesses and community members, the BRSAC plans to host a well-organized and memorable inaugural race which we believe will have people coming back to the White Mountains year after year. We envision the Pinetop-Lakeside area as a destination race location!

The High Mountain Half Marathon is one of the few Arizona half marathons held in August. The draw of this event is that it offers a cool late summer race, perfect for those training for a Fall Full Marathon, or for those looking for a race out of the lower elevation heat. The race course is designed to include scenic landmarks that will feature the beautiful White Mountains.

Your sponsorship of this event will be used for expenses as well as providing race participants with swag bag items, race t-shirt, and a post-race finisher circle area. The finish area on the Blue Ridge High School Campus will include activities for the entire family. The High Mountain Half Marathon will be advertised, with your sponsorship included, at locations throughout Arizona. Additionally, all sponsors will receive social media "shout-outs". This race has the potential of drawing hundreds of runners and their families to our community. BRSAC Foundation is partnering with Active.com, one of the largest online registration companies for our registration process.

The BRSAC Foundation is a 501c3 with EIN 47-5600266 and your donation is tax deductible. Thank you, in advance, for considering your sponsorship of the First Annual High Mountain Half Marathon! Below are the Sponsorship Tier Levels for your consideration. We look forward to working with you this year and in the future.

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## **Finishers Circle Sponsor (only 1)**

- Company name is featured on our large race banner at the Finish line of the race.

- Option to be Exclusive: (you can exercise your option to be the exclusive sponsor of your business type in this race.

## **Donation: \$2500**

- Company can provide any promotional material in the Finishers circle (i.e. cars, banners, etc)

If you decide to exercise this please provide a list of your competitors. Please keep in mind that this option is on a first come first serve basis.

- Company name featured on all race merchandise
- Free booth space at the post-race celebration (finisher's circle).
- Company name on all race advertisements including posters and flyers that will be displayed and distributed across the state.
- Company name on website with link to your website.

If one of your competitors has already pledged a donation/sponsorship then they will be waived from the list and included as a sponsor.)

- Opportunity to contribute to the product sponsorship in swag bag with flyers or advertising or items of choice
- 1 free entry into the High Country Half or 5k (up to \$260 value)

**Exclusive Corporate Sponsor (only 2)**

- Company name featured on all race advertisements including posters and flyers that will be displayed and distributed across the state.
- Company name as the BOLD and enlarged print sponsor on the back of the shirt
- Company name on race website
- 1 free entries in the High Country Half or 5k (up to \$65 value)

● You can exercise your option to be the exclusive sponsor of your business type in this race. If you decide to exercise this please provide a list of your competitors. Please keep in mind that this option is on a first come first serve basis. If one of your competitors has already pledged a donation/sponsorship then they will be waived from the list and included as a sponsor.

Donation: **\$1500**

- Opportunity to contribute to the product sponsorship in swag bag with flyers or advertising or items of choice.

**Corporate Sponsor**

- Company name featured on race website and T-shirt. Name on advertisements distributed across the state available based on timeliness of sponsorship (i.e. first come, first serve).

- Opportunity to contribute to the product sponsorship in swag bag with flyers or advertising or items of choice.
- Company name on race website
- 1 free entries in the High Country Half or 5k (up to \$65 value)

Donation: **\$500 and up**

- Company name on shirt or buff (headband)

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4830 Highway 260, Suite 105, Lakeside AZ 85929  
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928-243-8537

Jennifer Brimhall  
Race Director  
[hmmarathon@gmail.com](mailto:hmmarathon@gmail.com)  
586-703-4447

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**Product Sponsor**

If you are would like to support the BRSAC High Country Half Marathon but are unable to donate \$500 or more then please consider being a product sponsor and signing up to provide or pay for any of the items below. Items include but are not limited to and can/should have your company logo (free advertising):

**Donation: Any of the following items:**

- Water bottles with company logos
- Post race recovery foods (chocolate milk, Gatorade, bagels, muffins, etc.)
- Items to fill swag bags (ice packs, chapstick, nutrition bars, items with company logos, other free products)
- Gift certificates

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**Website Link**

If you are not already a Title or Presenting Sponsor, your restaurant or hotel can be featured on the High Mountain Half Marathon Website in the “Where to stay & Where to Eat” section. With a donation of \$100, we will feature you and provide a link to your business.

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In addition we are offering booth space at our post-race gathering. Our booth spaces are 10’x10’. You need to provide your own table and tent if you wish. You may sell and promote your products at our event. The “cost” to have a booth space is just a product donation to the race. If you are selling items for profit (not for fundraising) you will need to have a permit with the town. If you would like to request more info on booth space please contact our race director Jennifer Brimhall 586-703-4447 or email at [hmhmarathon@gmail.com](mailto:hmhmarathon@gmail.com).

Please fill out and return the attached form with your sponsorship preference. Also, you may request this info in email format and email it to or mail to Jennifer Brimhall:

High Mountain Half Marathon/BR SAC  
c/o Jennifer Brimhall  
4830 Hwy 260, Suite 105  
Lakeside, AZ 85929

**PLEASE MAKE ALL CHECKS PAYABLE TO BLUE RIDGE SPORTS AND CLUBS FOUNDATION (BR SAC)**

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**I wish to Sponsor the Inaugural High Mountain Half Marathon by checking one or more of the following:**

- Title Sponsor
- Presenting Sponsor
- Exclusive Corporate Sponsor
- Corporate Sponsor
- Product Sponsor (Please Complete the attached Product Sponsor Form)
- Secure Booth Space (You will receive more information)
- Website featured list for lodging and restaurants

Donation Amount: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Contact Phone number: \_\_\_\_\_

Please send your company logo in high resolution to Eric Fogle : [efogle@brusd.k12.az.us](mailto:efogle@brusd.k12.az.us)

Make all checks payable to BRSAC Foundation.  
EIN 47-5600266

Mail to: 4830 Highway 260, Suite 105, Lakeside AZ 85929

# Form for Product Sponsors:

Please declare your commitment and we will contact you at a later date.



Donations including but not limited to: (please just mark your item commitment and we will be in communication at least 1 month prior to the race date). You may provide a sign or banner to display at the race near the product you are sponsoring.

\_\_\_\_\_ Post-race hydration (water bottles) for up to 1000 people

\_\_\_\_\_ Post-race recovery fuel (chocolate milk) for up to 1000 people

\_\_\_\_\_ Post-race foods (i.e. bagels, cookies, chips, snacks or prepared foods) for up to 1000 participants.  
Please indicate: \_\_\_\_\_

\_\_\_\_\_ Gift certificate or item prizes for top 3 male and female athletes

\_\_\_\_\_ Gift certificates or item prizes for top age groupers male and female up to 20 depending on the race size

\_\_\_\_\_ Signage: We need at least 7 durable signs to post along the race course. These will be up several months prior to the race announce our presence and road restrictions along the course during that date.  
We are hoping to just be able to reuse these every year.

\_\_\_\_\_ Use of PA system

\_\_\_\_\_ Use of canopy and tents

\_\_\_\_\_ Use of Porta Johns

\_\_\_\_\_ Use of tables

\_\_\_\_\_ Use of traffic barricades (we need at least 600 cones for our course and additional tall barricades)

\_\_\_\_\_ Swag bag items. These can and should have your company logo advertising on them. Examples include but are not limited to: chap stick, magnets, thumb drives, headphones, ice packs (oh how we love these), lotion, band aids, ibuprofen, granola bars, any sample of your product, sunglasses, stress balls, the swag bag itself, pens, can cozies, candy. Please indicate the item you would like to include. Please specify:

Other item not listed: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_