

5K & FUN RUN SPONSORSHIP OPPORTUNITIES



GOLD SPONSORSHIP \$2,000

Hope House is metro-denver's only resource providing free self-sufficiency programs to parenting teen moms, including residential, ged, and college & career support programs. Additional supportive services include healthy relationships and parenting programs, early learning, life skills workshops and certified counseling, all designed to prepare them for long-term independence.

RACE DAY PERKS:

1

TEN FREE RACE TICKETS

And Complimentary delivery of race packets to your company prior to the event



2

ACKNOWLEDGEMENT OF SPONSORSHIP FROM EMCEE

Be heard by an estimated:

- 250+ 5K & Fun Run participants
- 30+ volunteers
- 15+ vendors



FREE BOOTH SPACE

3

Promote your business or product on race day! You'll be visible to all 5K and Fun Run participants, as well as their friends and family who come to cheer them on!

And we'll include your promotional materials in the participant race bags!

4

LOGO PROMINENCE

Logo prominence descends from Title to Bronze:

- Registration Sponsor Banner
- Participant Race T-shirts
- Resource Center Banner Display (visible for a full year post-event)



DIGITAL MARKETING:



TWO 5K EVENT EMAIL BLASTS TO OUR DATABASE

AUDIENCE: Your company logo, linking to your website, sent to over 4,200 email addresses of Hope House supporters

5

6

WEBSITE PRESENCE

Audience: 28,650 Hope House website users

- Company logo on Hope House website that links to company website, logo prominence descends from Title to Bronze

28,650 WEB VISITS



- **Facebook Posts & Ticket Giveaways:** Audience: 2,570 page likes, Average Post Reach: 1,410 people

• 4 pre-event posts with link to event page, 1 post-event post that features all event sponsor logos, 1 Facebook review post-event

• Includes tag to your company page in all posts

• One two-pack event ticket giveaway on Facebook, sponsored by your company

- **Twitter:** 2 pre-event posts with link to event page, 1 post-event post that features all event sponsor logos
- Includes tag to your company page in all posts

• **LinkedIn:** 1 pre-event post & 1 post-event post

- Includes sponsor names

• **Instagram:** 1 pre-event post & 1 post-event post

- Includes link to event page

• **Pinterest:** 1 pre-event post & 1 post-event post

- Includes company sponsors and their logos

• **Google+:** 1 Google review post-event



SOCIAL MEDIA

7