



# SPONSORSHIP PROPOSAL

The 9-11 Memorial 5k Run/Walk 5k throughout downtown Brighton is your most powerful promotional opportunity race-event of the year!

\*Over 200 participants in the first year

\*Same weekend as Smokin' Jazz & Blues Festival

\*Working closely with surrounding fire departments to ensure an even larger turnout this year!

## **GOLD SPONSOR:**

**\$1,000.**

### **Significant Branding Opportunity: mile marker or start/finish banner**

Identification as Event Sponsor with incorporation of company logo into website

Identification as a Sponsor on all print signage and visible marketing materials

Company logo on athlete & volunteer t-shirts (200+ t-shirts)

Logo prevalently displayed on all promotional materials

Identification as Event Sponsor in media ads

Product sampling / promotional materials displayed & distributed on day of race

## **SILVER SPONSOR:**

**\$300.**

Identification as Event Sponsor with incorporation of company logo into website

Identification as a Sponsor on all print signage and visible marketing materials

Company logo on athlete and volunteer t-shirts (200+ t-shirts)

Product sampling / promotional materials displayed & distributed on day of race

## **Supporting Sponsor:**

## **Provides Support**

\*A supporting Sponsor provides event support other than in a financial way\*

-Awards -Giveaways -Food -Beverages -Post party -Aid Stations -

Company logo on athlete and volunteer t-shirts (200+ t-shirts)

**\*All proceeds will benefit Brighton Area Fire Authority charitable projects and approved  
Community Risk Reduction programs \***

**This event is a true example of a community coming together to show first responders that we  
appreciate what they do everyday and to show the world that  
"Brighton Never Forgets"**

**SPONSORS: Make Checks Payable to: Brighton Area Fire Authority (Note: 5K Run)  
Mail to: Brighton Area Fire Authority at 615 W. Grand River, Brighton, MI 48116**

For more information contact: Claudette Monroe at 810-229-6640 or email: [cmonroe@brightonareafire.com](mailto:cmonroe@brightonareafire.com)

**Go to: [WWW.BRIGHTONAREAFIRE.COM](http://WWW.BRIGHTONAREAFIRE.COM) and follow the link**