



Peoria Runner's Series Event Vendor and Sponsorship Opportunities



We are always looking for groups to partner with, especially for our Runner's Series. The series is broken up into two types of races – races that the City organizes/manages and races that outside organizations organize/manage who then partner with us. We are able to offer marketing and partnership opportunities for the races we manage directly. For the other events you would need to work directly with the organization that is managing the race.

We currently manage four races directly:

- Veteran's Day 5K – November 9, 2013
- Super Day 10K – February 2, 2014
- Half Marathon – March 9, 2014
- Pioneer Days 5K – April 12, 2014
- Father's Day 4 Miler – June 15, 2014



For those races we have the following partnership options:

1. Runner's Series Supporting Sponsor - \$1,000
 - a. Company/Organization Logo would be featured on back of all City of Peoria managed Race T-Shirt.
 - b. Company/Organization Banners (provided by company) would be featured at all City of Peoria managed events, including at the Start/Finish Line.
 - c. Company/Organization Logo Featured on City of Peoria Running Race Site
 - i. Including direct link to company's/organization's website
 - d. Company/Organization have the ability to promote their material directly to participants at the event. No financial transactions can occur at the event.
 - i. If a company/organization would like to sell merchandise/services at the event, City of Peoria would retain 50% of net proceeds.

2. Race Presenting Sponsorship - \$500
 - a. As a race presenting sponsor, your company/organization would have naming rights to the race.
 - i. For example "City of Peoria Veteran's Day 5K presented by Your Company/Organization".
 - b. Company/Organization Logo would be featured prominently on front of Race T-Shirt.
 - c. Company/Organization Banners (provided by company) would be featured at event, including at the Start/Finish Line.
 - d. Company/Organization Logo Featured on City of Peoria Running Race Site
 - i. Including direct link to company's/organization's website
 - e. Company/Organization have the ability to promote their material directly to participants at the event. No financial transactions can occur at the event.
 - i. If a company/organization would like to sell merchandise/services at the event, City of Peoria would retain 50% of net proceeds.

3. Vendor Booths - \$100/event
 - a. Company/Organization have the ability to promote their material directly to participants at the event. No financial transactions can occur at the event.

- i. If a company/organization would like to sell merchandise/services at the event, City of Peoria would retain 50% of net proceeds.

All vendors/sponsors must provide the City of Peoria with a Certificate of Insurance (listing the City of Peoria as Additionally Insurance AND a Certificate holder) for a minimum of \$2 million of General Liability and \$1 million General Aggregate before the event.

If you have any questions please do not hesitate to let me know. I look forward to speaking with you soon about the opportunities we have to work together.

Emily Denes

Peoria Runner's Series Director

City of Peoria Community Services Department

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www.peoriaaz.gov/running