



*An Event of HMF to Benefit
the Charitable Works of the
ROTARY CLUB OF MYSTIC*



11/14/2021 10K, and May 2022 Half Marathon & 10K

	Premier	Contributing	Supporting	Participating	Patron	Water Station	Mile Marker	In-Kind *Benefits based on \$ Value
Company Branding								
Sponsorship Fee	\$5,000	\$2,500	\$1,500	\$1,000	\$500	\$500	\$500	Products/Services
Logo Placement on back of ATHLETE shirts for 2022. <i>(No athlete shirt in 2021)</i>	Logo	Logo*	Logo*					Based on value
Logo and/or Co. Name placement on back of VOLUNTEER shirts (Deadline 10/25/21)	Logo	Logo*	Logo*	Name				
Logo on all marketing materials (Promotional Posters and Banner)	Logo	Sm Logo*	Name					
Name identity included in all press releases from Mystic Rotary	X	X						X
Social Media and Digital Advertising								
Recognition of sponsorship through Mystic Rotary social media platforms	X	X						
Company <i>logo</i> and hotlink on HMF event sponsor website	Logo/Link	Sm Logo/Link*						
Company <i>name</i> and hotlink on HMF event sponsor website			Name/Link	Name/Link	Name/Link			
Thank You Ad in The Day Newspaper	X	X	X	X	X	X	X	X
On-Site Promotion								
Brand placement on signage:								
•Logo on Sponsor board displayed at the Post Race Party	Logo	Medium logo	Small logo	Name	Name	Name		Based on value
•Logo on signage at the Finish Chute	Logo							
•Name on Mile Marker signage along course							Name	
Finish Line hourly PA announcements on Race Day	X	X	X	X				X
Sales & Sampling Opportunitites								
10'x10' tented space at post race party area (11/14/201 and May 2022 race day)	X	X	X	X				Based on value
Community Engagement								
Complimentary Race Entries 2022 <i>(race entries not available in 2021)</i>	5	3	2	1				

**Smaller Sized Logo*

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