GREATER MIDLAND RACES

SPONSORSHIP OPPORTUNITIES



GREATER MIDLAND

SUPPORT

GREATER MIDLAND RACES

Our goal at Greater Midland is to provide a variety of healthy activities in our community that get all ages and abilities *moving for a lifetime!*

It takes an army of businesses and organizations like yours to come along side us and partner through financial giving, volunteerism and employee participation in order to achieve our goal!

Our partnership opportunities give a high level of exposure to thousands of local and regional families via online, print and in person outlets throughout the race season.



Together we can make Midland a healthy, thriving community.

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GREATER MIDLAND RACES

BY THE NUMBERS

40TH ANNUAL RACE SEASON

OVER 400 VOLUNTEERS





2,400+ PARTICIPANTS IN 4 RACES!

80% PARTICIPANTS FROM MIDLAND, BAY & SAGINAW COUNTIES

MICHIGAN COMMUNITIES REPRESENTED **110**



OVER **310K** DIGITAL IMPRESSIONS ANNUALLY

FACEBOOK VIEWS **266.8K** GREATER MIDLAND RACES

WEBPAGE VIEWS **22K** GREATERMIDLAND.ORG/RACES & DOWRUNWALK.COM

GREATER MIDLAND RACES

GREATER MIDLAND

RACES

41ST ANNUAL DOW RUNWALK

SATURDAY, JUNE 5

Our Flagship event! The Dow RunWalk is the largest foot-race in our community and second in our region. From our 1,500+ anticipated participants at our 40th annual Dow RunWalk (DRW) to the over 200 community volunteers this event is about a lot more than putting one foot in front of the other.

Investment in the Dow RunWalk is an investment in critical programs and services. Your dollars help individuals of all ages remain physically active, battle the negative impact of childhood obesity and provide a sense of connectedness across our community.

Your support also helps ensure entry fees remain affordable and participants enjoy a top tier race experience. While 60% of racers are City of Midland residents, runners come from over 50 Michigan cities and a 5 states. With a crowd diverse in age, race, ability and residency this event boasts an inclusive race experience and offers sponsors outstanding exposure.





REFERENCE CHART NEXT PAGE

DOW RUNWALK

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SUPPORTING $750	BRONZE $1,500	TOT TROT $2,000	1 MILE RUN $2,000		SILVER $2,500	10K RUN $3,000	DRW EXPO $3,500	RACE CREW FULL SEASON $5,000	5K RACES RUN/WALK $5,000	PLATINUM $10,000
Exclusivity	Multiple	Multiple	Open to 1	Open to 1		Multiple	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1
Pre-Event Recognition											
Social Media Highlights*	1	2	All Tot Trot	All 1 Mile		3	All 10K	3	All Recruit-ment	All 5K	On Going
GMCC Brochure Recognition*	●	●	●	●		●	●	●	●	●	●
Logo on Website	●	●	●	●		●	●	●	●	●	●
Digital Recognition Big Screens*		●	●	●		●	●	●	●	●	●
Press Release			●	●			●	●	●	●	●
Logo on Promo Material*		●	●	●		●	●	●	●	●	Featured
On-Site Recognition											
Award Branding			Ribbons	Ribbons & Awards			Finisher & Award			Finisher & Award	Neck Ribbon
Expo Opportunity	●	●	●	●		●	●	●	●	●	●
T-shirt Logo		●	Tot Trot	●		●	●	●	Race Crew	●	●
Logo at Start/Finish		●	Tot Trot	●		●	●	●	●	●	●
Complimentary Entries				10		3	3	3	5	5	10
Race Day Announcement*		●	●	●		●	●	●	●	●	●
Official Race Starter			●	●			●			●	
Post-Race Presence		●	●	●		●	●	●	●	●	●
Award Presenter			Finish	1 Mile			Finish			Finish	Finish
Items to Give Away	●	●	Tot Trot	●		●	●	●	●	●	●

*Varies based on level

RACES

TRI-KIDS-TRY

FRIDAY, JULY 16-SATURDAY, JULY 17

This event changes kids lives! It will challenge them, emphasize building healthy habits, self-esteem and confidence. Your investment in TKT will help us continue to teach kids the life-saving skill of swimming and help many children reach the center for disease control guidelines for physical activity levels.

As one of the only standalone youth triathlon events in the state, this is a unique opportunity to reach young families with kids ages 3-15! TKT participation is over 350 strong and we pulled from over 45 Michigan communities this year.

If this is your demographic or you just enjoy supporting the future generation. This is the race for you! Sponsor a specific discipline or the entire race. Options for every budget and marketing goal!

REFERENCE CHART NEXT PAGE





GREATER MIDLAND RACES

TRI-KIDS-TRY

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	TKT FRIEND $500	TRANSITION $750	SWIM SPONSOR $750	BIKE SPONSOR $750	RUN SPONSOR $750	MINI TKT SPONSOR $2,000	PRESENTING SPONSOR $4,000	RACE CREW FULL SEASON $5,000
Exclusivity	Multiple	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1
Pre-Event Recognition								
Social Media Highlights*	1	2	2	2	2	Ongoing	Ongoing	All Recruitment
GMCC Brochure Recognition*	●	●	●	●	●	●	●	●
Logo on Website	●	●	●	●	●	●	●	●
Digital Recognition Big Screens*		●	●	●	●	●	●	●
Press Release						●	●	●
Logo on Promo Material*		●	●	●	●	●	●	All Recruitment
On-Site Recognition								
Award Branding						On Ribbon	Neck Ribbon	
T-shirt Logo		●	●	●	●	Mini Shirt Back	Featured	Race Crew
Logo at Event	●	●	●	●	●	Mini TKT	●	●
Complimentary Entries							2	
Race Day Announcement*	●	●	●	●	●	Mini TKT	Featured	●
Post-Race Presence		●	●	●	●	●	●	
Award Presenter						●	●	
Items to Give Away	●	●	●	●	●	●	●	●

*Varies based on level

RACES

RUN THE RIVER

FRIDAY, JULY 30

Partnered with Midland Area River Days Festival, this race offers an evening of activities from a 5K to zip-lining, music, hot air balloons, beer tent and more!

While open to all ages, Run the River is geared towards young professionals looking to stay active physically and healthy through connection. RTR is our fastest growing event and is becoming a family affair and truly an evening of family fun and community!

As part of River Days; partnership opportunities offer double exposure to the race and event attendees!

From RTR supporter to presenting sponsor, there are options for every commitment level.

REFERENCE CHART NEXT PAGE



A fantastic part of:

midland area River Days FESTIVAL

GREATER MIDLAND RACES



RUN THE RIVER

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SUPPORTING $400	1 MILE $750	DRINK $1,250	PRESENTING $3,000	RACE CREW FULL SEASON $5,000
Exclusivity	Multiple	Open to 1	Open to 1	Open to 1	Open to 1
Pre-Event Recognition					
Social Media Highlights*	1	All 1 Mile	On Going	On Going	All Recruitment
GMCC Brochure Recognition*	●	●	●	●	●
Logo on Website	●	●	●	●	●
Digital Recognition Big Screens*	●	●	●	●	●
Press Release		●	●	●	●
Logo on Promo Material*		●	●	●	●
On-Site Recognition					
Award Branding			Drink Ticket	Glass Giveaway	Race Crew T-shirt
Logo at Start/Finish		●	●	●	●
Logo at Event	●	●	●	Glass Giveaway	●
Complimentary Entries	●	5	2	4	2
Race Day Announcement*		●	●	●	●
Race Presence		●		●	
Items to Give Away	●	●	●	●	●

+Two-year commitment
*Varies based on level

RACES

LOONS PENNANT RACE

FRIDAY, AUGUST 13

We've joined the Great Lakes Loons as they make a "Run for the Pennant!". What can be better to finish summer with a night out at the ball park? All participants start in the outfield and finish near Lou E's Landing then stay for the game with their complimentary game ticket.

Marketing bonus! The Loons Pennant Race is a unique partnership with the Great Lakes Loons & Dow Diamond. We'll put the full baseball season to work promoting the race and your business! Commit early and receive the full measure of promotion!







GREATER MIDLAND RACES

LOONS PENNANT RACE

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	1 MILE SPONSOR $750	OUTFIELD SPONSOR $750	INFIELD SPONSOR $1,250	RACE CREW FULL SEASON $5,000	HOMERUN SPONSOR $2,500
Exclusivity	**Open to 1**	**Multiple**	**Multiple**	**Open to 1**	**Open to 1**
Pre-Event Recognition					
Social Media Highlights*	All 1 Mile	2	4	All Recruitment	Ongoing
GMCC Brochure Recognition*	●	●	●	●	●
Logo on Website	●		●	●	●
Digital Recognition Big Screens*	●	●	●	●	●
Press Release	●			●	●
Logo on Promo Material*	●	●	●	●	●
On-Site Recognition					
Dow Diamond/Loons Season Recognition**	●				●
Award Branding	●				●
T-shirt Logo	●	●	●	Race Crew	●
Logo at Start/Finish**	Packet Pickup & Finish	●	●	●	Packet Pickup & Finish
Complimentary Entries	5	1	2	2	8
Race Day Announcement**	●	●	●	●	●
Official Race Starter	On Field				On Field
Post-Race Presence**	●	●	●		●
Award Presenter	●				●
Items to Giveaway	●	●	●	●	●

*Varies based on level
**Dependent on exclusivity agreements with stadium

GM RACE FULL SEASON

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	HYDRATION IN KIND OR $1,000	REFUELING STATION IN KIND OR $2,000	1 MILE ALL SEASON $3,500 *includes 1 MILE Triple Challenge	IN FOR THE SEASON $3,200 FULL VALUE $3,650	MIDLAND TRIPLE CHALLENGE $2,500	RACE CREW FULL SEASON $5,000
Exclusivity	Open to 1	Open to 1	Open to 1	Multiple	Open to 1	Open to 1
Pre-Event Recognition						
Social Media Highlights*	2 Each Race	2 Each Race	All 1 Mile Races	Based on Each Race Level	All 5K Triple Challenge	All Recruitment
GMCC Brochure Recognition*	●	●	●	●	●	●
Logo on Website	All Races	All Races	All Races	All Races	All Races	All Races
Digital Recognition Big Screens*	●	●	●	●	●	●
Press Release			●		●	●
Logo on Promo Material*	All Races	All Races	All 1 Mile Races	Based on Each Race Level	All 5K Triple Challenge	All Races
On-Site Recognition						
T-shirt Logo*	●	●	●	Based on Each Race Level	Triple 5K Challenge Wearable	Race Crew
Logo at Event	●	●	All 1 Mile Benefits	●		●
Complimentary Entries	2 Choose Race	4 Choose Race	●	Based on Each Race Level		2 Per Race
Race Day Announcement*	●	●	●	●	●	●
DRW Expo	●	●	●	●	●	●

*Varies based on level

MIDLAND
TRIPLE CHALLENGE

Our collection of 3 races will motivate participants to stay healthy and strong while supporting community events and fundraising efforts all season long!

This is a great way to increase your exposure across the entirety of the race season. Exclusive* naming opportunities give your organization a unique spot in our races line-up!

Sponsor will receive logo on custom medal neck ribbon, custom wearable, recognition in all Triple Challenge promotion - full race season, through social media, race day announcement recognition, community partner recognition.

FIRST-COME, FIRST-SERVE

Triple Challenge Sponsor (1 available) $2,500

1 MILE Triple Challenge Sponsor

(additionally included with full 1 MILE sponsorship- $3500 (see page 13)
**please ask if you are interested!*



MIDLAND TRIPLE 5K CHALLENGE

MIDLAND TRIPLE 1MILE CHALLENGE

GREATER MIDLAND RACES