

# Blue Water RIVALRY RUN

## What

5K race and 1 mile fun run  
benefitting school districts in  
St. Clair County

## When

Sunday, October 25<sup>th</sup>  
8:00 am 1-mile start  
8:30 am 5K start

## Where

Race starts and ends  
on the track at  
Marysville High School

## Why a Rivalry Run?

There are a lot of 5K race fundraisers out there. In my experience hosting races, it helps to have a theme or gimmick involved to make it stand out among the rest. Last year's Rivalry Run centered around the Michigan/Michigan State football game. This year, I decided to put a local twist on it and play on the county rivalries, but also foster fellowship and community relations.

## How does it work?

When someone registers for the race, they show support for their favorite school district by choosing the shirt they want. All shirts are ¾ sleeve tech shirts with a white body and school-color sleeve (think baseball shirts, but not cotton). On the body of the shirt will be "GO [Mascot]". For instance, if you support Marysville, the shirt you choose will be white with navy sleeves and say "GO VIKINGS" across the front.



## How it helps local schools...

At least \$10 of each registration fee will go to the school that the participant supports. More could be given depending on sponsorship sales. Participants choose to support using high school mascots, but the money will go to any school they choose within that district. Again using Marysville as an example, they will choose the "GO VIKINGS" shirt, but can decide that they want their money to go to Gardens Elementary school.

## It's not a Rivalry Run without a winner!

The "winner" of the Rivalry Run will be determined by the largest number of participants from that district, calculated as a percentage of total enrollment in order to make it fair for all districts. Additional donations will be counted as participants in increments of the registration fee. My hope is to give as much money away as possible (\$500 minimum), but the amount given away to the winner will depend on sponsorships sold. All sponsorships include a portion going to that prize money for the winning district.

## How can you help?

I thought you'd never ask! 😊 There are a lot of expenses involved in hosting a race, including shirts, timing services, food and drinks, awards, signage, and most importantly the money that will go back to each school. These costs can be offset in sponsorships purchased by area businesses. There are several sponsorship opportunities available on the following pages with a financial commitment to fit any budget. If you don't see one you like, we can get together and customize something that makes sense for your business.

## Contact Information

Thank you for considering being a part of this event. Call or email with any questions you may have!  
Christine Shigley, Race Director  
313-938-9340 (cell) [cshigley@marysvilleschools.us](mailto:cshigley@marysvilleschools.us)



## **Title Sponsorship**

*As the Title Sponsor of the Blue Water Rivalry Run, your business will receive the following:*

- ✓ “Presented by” recognition in *all*\* mentions of the race, including (but not necessarily limited to) the following:
  - Race website
  - Race registration website (Run Signup)
  - Social media (Facebook, Twitter)
  - Media promotion of the race (WPHM 1380 confirmed, others possible)
  - Paper registration forms
  - All flyers and other promotional pieces for the event
  - Sponsor page in race packets
  - Race Day announcements
- ✓ Your logo *exclusively* on the back of each race shirt
- ✓ Prominent position on the main race banner displayed at the start and finish area
- ✓ Your logo on all mile marker signs throughout the course
- ✓ Your logo with clickable link on homepage of race website
- ✓ Your logo with clickable link in prominent position on sponsor page of race website
- ✓ Your logo on informational emails sent out to race participants
- ✓ Two social media posts for your company (content can be written/chosen by you but must be sent to and approved by Race Director in advance)
- ✓ Prominent display of your logo on the “big check” to the winning district
- ✓ Photo opportunity for representative from your company with the representative from the winning district
- ✓ Opportunity for product or coupon giveaway in race packets (provided by your company)
- ✓ Opportunity for display of additional signage at the event (provided by your company)
- ✓ Four (4) free entries into the 5K race for your company

### **Total Investment:**

**\$1000**

*Minimum amount of your investment going to prize money for winning school: \$400*

\* “All” means all promotional items put together after sponsorship is confirmed, paid for and logo in proper format has been received by race director. Additionally, your logo will *not* be featured on school-specific banners and tailgate party signage.



## **Tailgate Party Sponsorship**

*As the Tailgate Party Sponsor of the Blue Water Rivalry Run,  
your business will receive the following:*

- ✓ Your logo *exclusively* on dedicated Tailgate Party banner displayed at event
- ✓ Your logo on lawn signs directing participants to Tailgate Party
- ✓ Your logo on the main race banner displayed at the start and finish area
- ✓ Your logo with clickable link on the Tailgate Party page of race website
- ✓ Your logo with clickable link on sponsor page of race website
- ✓ Your logo on informational emails sent out to race participants
- ✓ Your logo on the “big check” to the winning district
- ✓ Opportunity for product or coupon giveaway in race packets (provided by your company)
- ✓ Opportunity for display of one additional banner at the event (provided by your company)
- ✓ Three (3) free entries into the 5K race for your company
- ✓ Additional mention as tailgate party sponsor in promotion of event, including (but not limited to)
  - Social media (Facebook, Twitter)
  - Media promotion of the race (WPHM 1380 confirmed, others possible)
  - Flyers and other promotional pieces for the event
  - Sponsor page in race packets
  - Race Day announcements

### **Total Investment\*:**

**\$600**

*Minimum amount of your investment going to prize money for winning school: \$150*

*\*For restaurants or grocery stores, this can be partly an in-kind sponsorship (see below) if your company is willing to provide all food, beverage and workers to set up and manage tailgate party. Food that requires cooking must be done in advance with warming and cooling devices provided by you. Means to cook food are NOT available on site.*

*In-kind: \$450 value of food and beverage*

*Cash: \$150 (for prize money)*



## **School Banner Sponsorship**

*As School Banner Sponsor of the Blue Water Rivalry Run,  
your business will receive the following:*

- ✓ Your logo *exclusively* on the banner(s) of the school of your choosing  
(All school banners will be displayed on the fence at the start and finish area)
- ✓ Your logo on the main race banner displayed at the start/finish area
- ✓ Your logo with clickable link on sponsor page of race website
- ✓ Your logo on informational emails sent out to race participants
- ✓ Your logo on the “big check” to the winning district
- ✓ Your logo on sponsor page in race packets
- ✓ Opportunity for product or coupon giveaway in race packets (provided by your company)
- ✓ Opportunity for display of one (1) additional banner at the event (provided by your company)
- ✓ Opportunity to keep your sponsored banner(s).
- ✓ Recognition in race day announcements
- ✓ Two (2) free entries into the 5K race for your company
- ✓ *Possibility* of additional mentions as school banner sponsor of the race, including (but not necessarily limited to) the following:
  - Social media (Facebook, Twitter)
  - Media promotion of the race (WPHM 1380 confirmed, others possible)
  - Flyers and other promotional pieces for the event

**Total Investment:  
\$350 per banner\***

*Minimum amount of your investment going to prize money for winning school: \$100*

*\*Only ONE sponsorship is available per school, but you can purchase multiple schools at a discounted rate to be determined by amount of schools requested.*

**Available schools:**

*Marysville, Saint Clair, Marine City, Port Huron, Port Huron Northern,  
Capac, Memphis, Algonac and Yale*



## **Friend of the Run Sponsorship**

*As a Friend of the Run Sponsor of the Blue Water Rivalry Run,  
your business will receive the following:*

- ✓ Your logo on race banner displayed at the start and finish area
- ✓ Your logo with clickable link on sponsor page of race website
- ✓ Your logo on the “big check” to the winning district
- ✓ Opportunity for product or coupon giveaway in race packets (provided by your company)
- ✓ Thank-you recognition on one lawn sign along the course
- ✓ One (1) entry into the race
- ✓ *Possibility* of additional mentions as a Friendly Rivalry sponsor of the race, including (but not necessarily limited to) the following:
  - Social media (Facebook, Twitter)
  - Media promotion of the race (WPHM 1380 confirmed, others possible)
  - Flyers and other promotional pieces for the event

**Total Investment:  
\$200**

*Minimum amount of your investment going to prize money for winning school: \$75*



## Sponsorship Agreement

I, \_\_\_\_\_, as a representative of \_\_\_\_\_, agree to be a sponsor of the 2015 Blue Water Rivalry Run. I understand that the benefits of sponsorship will not begin until the Race Director has this contract and the sponsorship has been paid.

I/my company would like to purchase the following sponsorship:

Sponsorship	Cost	Check here to choose
<b><i>Title Sponsorship</i></b>	\$1000	
<b><i>Tailgate Party Sponsorship</i></b> (circle one choice in the cost box)	Cash only \$600  Cash/ in-kind \$150/\$450	
<b><i>School Banner Sponsorship</i></b>  <i>Circle school of your choice below</i> Algonac Muskrats                      Port Huron Big Reds Capac Chiefs                              PH Northern Huskies Marine City Mariners                  St. Clair Saints Marysville Vikings                      Yale Bulldogs Memphis Yellowjackets	\$350 per banner	
<b><i>Friend of the Rivalry Run Sponsorship</i></b>	\$200	

Company Name: \_\_\_\_\_

Representative: \_\_\_\_\_ Email Address: \_\_\_\_\_

Payment can be made by writing a check or making a donation in the amount of the sponsorship via the race website.