T-BIRD TREK
half marathon • 10K • 5K

A T-Bird-a-riffic race for runners, their families, and friends

Showcasing the Casper College campus and community

Sunday, Sept. 18, 2016
SPONSORSHIP OPPORTUNITIES
OVERVIEW

Mission
To provide a quality, challenging, scenic, safe, and fun event for runners of all abilities to:
- promote healthy life styles
- showcase the beautiful Casper College campus
- thank the Casper community for its ongoing support of Casper College
- support the Casper College Foundation and Alumni Association

Process
- The T-Bird Trek is the signature event for the Casper College Alumni Association, a component of the Casper College Foundation, a 501(c) 3 organization charged with raising funds to support students, programs and facilities at Casper College.
- The T-Bird Trek is an annual event aimed at engaging a large number of Casper and Wyoming participants, both runners and volunteers, as well as out-of-state runners.
- The T-Bird Trek planning committee works year round, with the hope of attracting committed and developing runners, allowing them to have fun and see the beautiful Casper College campus and community.

Economic Impact
- The T-Bird Trek aims to attract out-of-town participants who will spend money on:
  - Lodging
  - Dining
  - Shopping
  - Visiting Casper museums and historical sites
- Our goal is to draw 300 runners in 2016 and 400 runners in 2017 (249 runners ran in 2015)
- Trek proceeds enable the Casper College Alumni Association to provide additional support to Casper College

Event Marketing
- Advertise at the expos of similar events (i.e. Casper Chase, Casper Marathon, etc.)
- Event webpage on the Casper College website
- Event t-shirts and event banners
- Email
- Social media, online race calendars and running websites
- Print media
- Radio and TV
- Brochures, flyers and posters
T-BIRD TREK SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – $7500

- Event name will include sponsor’s name – “The T-Bird Trek sponsored by XYZ Company”
- Corporate logo with top billing in publicity materials and in press releases
- Top billing for corporate logo placement on event t-shirt
- Corporate logo on mile markers and on start/finish line banner
- Special press release announcing name of title sponsor
- Corporate logo on start/finish line banner
- Special recognition on event day
- Logo on back cover of summer Footprints magazine (circulation 22,500)
- Sponsor promotion table at event
- Promotional materials provided by sponsor available to participants
- Six complimentary race entries
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line

HEALTHY HALF-MARATHONER SPONSORSHIP – $5000

- Corporate name and logo prominently displayed in publicity materials and in press releases
- Prominent corporate name and logo placement on event t-shirt and start/finish line banner
- Sponsor-provided banner on the healthcare tent
- Sponsor promotion table at event
- Event day recognition
- Logo on back cover of summer Footprints magazine (circulation 22,500)
- Promotional materials provided by sponsor available to participants
- Four complimentary race entries
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line
**IN-KIND MEDIA SPONSORSHIP – (Value of $5000 plus)**
- Named in publicity materials
- Corporate name on event t-shirts and start/finish line banner
- Event day recognition
- Included in summer Footprints magazine full inside page sponsorship listing (circulation 22,500)
- Sponsor promotion table at event
- Promotional materials provided by sponsor available to participants
- Four complimentary race entries
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line

**WATER STATION SPONSORS – $1000**
- Named in publicity materials
- Corporate logo on sign at one water stop (with title sponsor name)
- Corporate name on event t-shirts and start/finish line banner
- Recognition on event day
- Included in summer Footprints magazine full inside page sponsorship listing (circulation 22,500)
- Sponsor promotion table at event
- Promotional materials provided by sponsor available to participants
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line

**HALF MARATHON and 5K MILE MARKER SPONSORS – $500**
- Named in publicity materials
- Corporate name on goody bags
- Corporate name on event t-shirts and start/finish line banner
- Event day recognition
- Included in summer Footprints magazine full inside page sponsorship listing (circulation 22,500)
- Sponsor promotion table at event
- Promotional materials provided by sponsor available to participants
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line

**5K FIT AND FUN SPONSORSHIP – $3500**
- Corporate name and logo prominently displayed in publicity materials and in press releases.
- Prominent corporate name and logo placement on event t-shirt and start/finish line banner
- Sponsor promotion table at event
- Event day recognition
- Included in summer Footprints magazine full inside page sponsorship listing (circulation 22,500)
- Promotional materials provided by sponsor available to participants
- Four complimentary race entries
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line

**10K TREKKER TIMING SPONSORSHIP – $5000**
- Corporate name and logo prominently displayed in publicity materials and in press releases
- Sponsor name on the racing bibs and sponsor-provided banner on the timing table
- Prominent corporate name and logo placement on event t-shirt and start/finish line banner
- Sponsor promotion table at event
- Event day recognition
- Logo on back cover of summer Footprints magazine (circulation 22,500)
- Promotional materials provided by sponsor available to participants
- Four complimentary race entries
- Corporate logo on race website homepage and hotlink to business’ website
- Sponsor provided banner at start/finish line
**IN-KIND SPONSORSHIP** – (Value of $500 plus)
- Named in publicity materials
- Corporate name on event t-shirts
- Event day recognition
- Sponsor promotion table at event
- Promotional materials provided by sponsor available to participants
- Corporate logo on race website and hotlink to business' website

**IN-KIND SPONSOR** – (Value of $499 or less)
- Event day recognition
- Sponsor promotion table at event
- Promotional materials provided by sponsor available to participants

**RACE FRIENDS** – $100 and up
- Name on race website
- Event day recognition

**VENDOR PROMOTION TABLE** – $100

* Let us know if you have something you wish to contribute, or if you would like to discuss other sponsorship options.
lnix@caspercollege.edu
307-268-2218
SPONSORSHIP AGREEMENT

☐ YES! We would like to be a sponsor of the 2016 T-Bird Trek!

TYPE OF SPONSORSHIP (Check all that apply):

_____ Title Sponsorship – $7500
_____ Healthy Half-Marathoner – $5000
_____ 10K Trekker Timing Sponsorship – $5000
_____ 5K Fit and Fun Sponsorship – $3500
_____ In-Kind Media Sponsorship – Value of $5000+
_____ Water Station Sponsorship – $1000
_____ Half Marathon, 10K and 5K Mile-Marker Sponsorship – $500
_____ Race Friend - $100 and up
_____ Vendor Promotion Table – $100
_____ In-kind contribution, description and value:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Contact name _________________________________________________
Company name ________________________________________________
Telephone number________________  Email ________________________
Mailing address _______________________________________________

*PLEASE PROVIDE ADVANCE NOTICE IF YOU WOULD LIKE A SPONSOR PROMOTION TABLE*

HOW CAN YOU HELP?

SPONSOR OR DONATE
Sponsorships or in-kind participation

SPREAD THE WORD!
Like us on Facebook
Share caspercollege.edu/tbird_trek with your friends and family

VOLUNTEER!
Individual or group opportunities: It takes the help of many volunteers to make this event a success!

CONTACT US
Linda Nix, Race Director
lnix@caspercollege.edu
307-268-2218
caspercollege.edu/tbird-trek
caspercollege.edu/foundation

Please make checks payable to:
Casper College Foundation
Memo: T-Bird Trek
Casper College Foundation
125 College Dr.
Casper, WY 82601

For more information:
call 307-268-2218 or email foundation@caspercollege.edu