



RUN THE RUNWAY

Saturday, September 18, 2021

2021 SPONSORSHIP OPTIONS:

PRESENTING SPONSOR \$15,000 AND ABOVE

3-year commitment: \$13,500 • 2-year commitment: \$14,250

Share name/logo with PTI as primary sponsor of the event. Name/logo on outdoor banners at airport terminal pre- and post-event, name/logo on electronic signage on race day, name/logo on race bibs, name/logo in all advertising, logo on event t-shirt front, name/logo on race web page with hyperlink, option to set up sponsor displays on runway; tent and table provided on runway, option to include sponsor provided samples, coupons and/or flyers in race packet. Option to display at the annual airport Networking Event sponsored by PTI in the fall, 15 complimentary passes to race.

DIAMOND SPONSOR \$10,000

3-year commitment: \$9,000 • 2-year commitment: \$9,500

Name/logo on baggage claim banners at airport terminal for 60 days, name/logo on electronic signage on race day, name/logo on race bibs, name/logo in all advertising, logo on event t-shirt, name/logo on race web page with hyperlink, option to set up sponsor displays on runway; tent and table provided on runway, option to include sponsor provided samples, coupons and/or flyers in race packet, 12 complimentary passes to race.

PLATINUM \$5,000

3-year commitment: \$4,500 • 2-year commitment: \$4,750

Name/logo on electronic signage on race day, logo displayed on promotional materials, name/logo on event t-shirt, name/logo on race web page with hyperlink, recognition in advertising, tent and table provided on runway, option to include sponsor provided samples, coupons, and/or flyers in race packet, 10 complimentary passes to race.

GOLD \$2,500

3-year commitment: \$2,250 • 2-year commitment: \$2,375

Name/logo displayed on electronic signage race day, name/logo displayed on promotional materials, name/logo on event t-shirt, name/logo on race web page with hyperlink, tent and table provided on runway, option to include sponsor provided samples, coupons and/or flyers in race packet, five complimentary passes to race.

SILVER \$1,000

3-year commitment: \$900 • 2-year commitment: \$950

Name/logo displayed on electronic signage on race day, name/logo on t-shirt, name/logo displayed on promotional materials, name/logo on race web page with hyperlink, table on runway, option to include sponsor provided samples, coupons, table and/or flyers in race packet, five complimentary passes to race.

BECOME A CORPORATE CHAMPION

MULTI-YEAR SPONSORSHIP OPPORTUNITY

Sponsors committing to a multi-year donation will earn an annual discount and be recognized as PTI Run Corporate Champions.

- Sponsors committing to a **two-year donation** will receive a **5 percent discount for each of the two years.**
- Sponsors committing to a **three-year donation** will receive a **10 percent discount for each of the three years.**

Discounts are available for all sponsorship levels.

Please see the sponsor registration form elsewhere on this sheet to sign up for a multi-year sponsorship.

BRONZE \$500

3-year commitment: \$450 • 2-year commitment: \$475

Name/logo displayed on event t-shirt, electronic sign recognition on race day, name/logo on race web page with hyperlink, option to include sponsor provided samples, coupons and/or flyers in race packet, two complimentary passes to race.

SPONSOR \$250

3-year commitment: \$225 • 2-year commitment: \$237.50

Name/logo displayed on race web page with hyperlink, option to include sponsor provided samples, coupons and/or flyers in race packet, display table on runway the day of the race, two complimentary passes to the race.

IN-KIND DONATIONS

In addition to the monetary donations we appreciate in-kind donations. The value of in-kind sponsorships will determine the level of sponsorship.

- Advertising, Media Coverage
- Refreshments, Water, Juices
- Fruits (bananas, oranges)
- Bagels, Doughnuts
- Giveaways

Higher sponsorship levels will receive greater prominence on marketing materials and t-shirts.

The basic sponsor levels are described above, but allowances may be made to customize sponsorships to fit your company's objectives.

Donations of any amount are truly appreciated. The run will benefit the **Second Harvest Food Bank of Northwest North Carolina, Greensboro Urban Ministry and Open Door Ministries of High Point.** Proceeds will be divided evenly among the three charities.



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2021 SPONSORSHIP OPTIONS:

Please indicate the level at which you would like to participate.

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MULTI-YEAR SPONSORSHIP OPPORTUNITY

Sponsors committing to a multi-year donation will earn an annual discount and be recognized as **PTI Run Corporate Champions**.

- Sponsors committing to a **two-year donation** will receive a **5 percent discount** for each of the two years.
- Sponsors committing to a **three-year donation** will receive a **10 percent discount** for each of the three years.

Discounts are available for all sponsorship levels.

- PRESENTING SPONSOR \$15,000+**
 3-year commitment: \$13,500 2-year commitment: \$14,250
- DIAMOND SPONSOR \$10,000**
 3-year commitment: \$9,000 2-year commitment: \$9,500
- PLATINUM SPONSOR \$5,000**
 3-year commitment: \$4,500 2-year commitment: \$4,750
- GOLD SPONSOR \$2,500**
 3-year commitment: \$2,250 2-year commitment: \$2,375
- SILVER SPONSOR \$1,000**
 3-year commitment: \$900 2-year commitment: \$950
- BRONZE SPONSOR \$500**
 3-year commitment: \$450 2-year commitment: \$475
- SPONSOR \$250**
 3-year commitment: \$225 2-year commitment: \$237.50

Sponsor: _____ Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone Number: _____ Fax Number: _____

Please make checks payable to: "Second Harvest Food Bank of Northwest N.C."

Second Harvest Food Bank is a 501(C)(3) Non-Profit Organization, Federal Tax ID #58-1457912

Mail to: Stephanie Freeman, PTI 5k on the Runway, c/o Piedmont Triad Airport Authority
 1000 A Ted Johnson Parkway, Greensboro, NC 27409

As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by 5k on the Runway Fund. As a sponsor, I agree to provide digital artwork for all promotional advertising by August 25, 2021.

 Authorized Signature

 Date

Donations of any amount are truly appreciated. The run will benefit the **Second Harvest Food Bank of Northwest North Carolina, Greensboro Urban Ministry and Open Door Ministries of High Point**. Proceeds will be divided evenly among the three charities.