2020 SPONSORSHIP OPPORTUNITIES

Proceeds support local health care through the Northern Cancer Foundation.

SUDBURYROCKS!!! MARATHON SPONSORSHIP SUMMARY

	Presenting Sponsor	Expo Sponsor	Media Sponsor (in-kind)	Course Title Sponsor	Water Bottle Sponsor	Volunteer Sponsor	Kids Race Sponsor	Nickel Sponsor	Water Station Sponsor	Specialty Sponsor	Friend of Sudbury Rocks
Sponsorship Value	$10,000	$7,500	$10,000	$5,000	$4,000	$4,000	$2,000	$1,000	$500	$500	$250
Speaking opportunity on Race Day and Media Launch	●										
Naming Rights (see Sponsorship Details)	●	●		●			●				
Space to set up corporate tent/display at Race Expo	●	●	●		●						
Corporate Banner on-site (see Sponsorship details)	●	●	●	●	●	●	●	●			
Logo placement on all printed promotional materials	●	●	●	●	●	●	●	●			
Included on media materials where possible	●	●	●	●	●	●	●	●			
Complimentary Tickets to Sponsor Dinner	8	4	4	4	4	4	4	2	2		
Verbal acknowledgement on Race Day	●	●	●	●	●	●	●	●	●	●	●

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2020 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - $10,000+

Sponsor benefits

- Naming rights for the event (i.e. SudburyROCKS!!! Race, Run or Walk for the Health of It presented by YOUR BUSINESS)
- Presenting category logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- Speaking opportunity on the day of the event and at the event launch press conference
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Space to set up corporate tent/display at Race Expo
- Your corporate banner on site at the event, and various locations along the route
- 8 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Expo Sponsor - $7,500+

Sponsor benefits

- Naming rights for the Race Expo
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials Including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, and Northern Cancer Foundation social media
- Space to set up corporate tent/display at Race Expo
- Your corporate banner on site at the expo, the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Media Sponsor
$10,000+ (In-Kind)

Sponsor benefits

- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Space to set up corporate tent/display at the Race Expo and on Race day (Live on location)
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Course Title Sponsor
$5,000+
1/2 Marathon, 10 km or 5 Km

Sponsor benefits

- Naming rights for your chosen course (i.e. 5km, 10 km)
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Volunteer Sponsor
$4,000+

Sponsor benefits

- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

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Water Bottle Sponsor $4,000+ (In-Kind/Monetary)

Sponsor benefits

- Official Sponsor of the water, logo on all water bottles
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Space to set up corporate tent/ display at Race Expo
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Kids Race Sponsor $2,000+ (1Km)

Sponsor benefits

- Naming rights for the 1km kids' course
- Logo placement on all printed materials (i.e. event posters, brochures, shirts, banners etc.)
- Included where possible on media materials including PSAs, ads, commercials and news releases
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Your corporate banner on site at the event, and various locations along the route
- 4 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Nickel Sponsor $1000+

Sponsor benefits

- Your corporate banner on site at the event, and various locations along the route
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation, and/or Northern Cancer Foundation social media
- 2 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

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Water Station Sponsor $500+

Sponsor benefits

- Provide designated water station area for sponsor recognition along the race route. Sponsors may staff this area with volunteers and encourage runners and/or walkers while handing out water and sport drink. Provided in the designated area are: tables, water, sport drink, cups and garbage containers. Water station manned by your volunteers
- Opportunities for self-promotion
- Direct link from event website to sponsor website
- First right of refusal
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- 2 complimentary tickets to Sponsor Dinner
- Verbal acknowledgement on race day

Specialty Sponsor $500+ (In-Kind/Monetary)

Sponsor benefits

- There are many items that the race requires to be a successful event. (i.e. Fruit, granola bars, sport drink etc.)
- Logo in area where specialty item is required
- Mention on Sudbury Rocks Marathon and Northern Cancer Foundation social media
- Verbal acknowledgement on race day

Friend of the Sudbury Rocks Marathon $250+

Sponsor benefits

- Direct link from event website to sponsor website
- Acknowledgement on signage at event
- Mention on Sudbury Rocks Marathon, Health Sciences North Foundation and/or Northern Cancer Foundation social media
- Verbal acknowledgement on race day

If you have any questions or would like to sponsor this amazing fundraising event, please contact :

Elizabeth Taillefer, Special Events and Marketing Manager, NCF
705.523.4673 (HOPE) **or by email at** etaillefer@hsnsudbury.ca**.**

Thank you in advance for your support!

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