

## Anchorage Running Club presents:

August 18, 2018  
Kids' 2K and Anchorage Mile

August 19, 2018  
49K Ultra, Marathon, Marathon Relay, Half Marathon, and 5K



## ABOUT US

Anchorage RunFest (formerly Big Wild Life Runs) has been a staple running event in Anchorage since 2008. Over the past few years, the race has evolved from a small running event into a world-class event attracting runners from across the nation and around the world.

The Anchorage Running Club (ARC) is a 501(c)(3) not-for-profit volunteer based organization. Funds raised by RunFest help support the club's mission to promote a healthy lifestyle through running and exercise. RunFest is the main fundraiser for the ARC. Thanks to community member support, we have been able to realize this mission.

## BE A PART OF THE ACTION

ARC proudly recognizes all sponsors, partners, and supporters. We advertise RunFest through a variety of media sources including Alaska Coast magazine and actively participate in social media. We are always open to new ideas and will be happy to discuss other ways to promote and acknowledge your sponsorship.

We are appreciative of sponsor support that helps defray some of the costs associated with putting on this large-scale running event and enables us to keep registration fees low. Fees alone do not cover the entire cost of putting on a race of this size. For 2018 the estimated costs at \$235,000.

### MAJOR COSTS ASSOCIATED WITH RUNFEST

- Police and traffic control
- Permits and trail usage fees
- Aid stations
- Finish line and race day operations
- Registration and timing
- Participant apparel and finisher awards

### SOME CAUSES FUNDED BY DONATIONS

- ARC college scholarships
- Children's Lunch Box
- Kids' running programs (Healthy Futures)
- Major community events that support ARC mission

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## SPONSORSHIP LEVELS

### **Bronze Level Sponsor \$2000+ (includes in-kind)**

- ❖ 4-foot banner provided by sponsor placed along fencing near start/finish chute
- ❖ Link on RunFest website
- ❖ Promotion on race day and pre- and post-race events

### **Silver Level Sponsorship \$3000+ (includes in-kind)**

- ❖ logo on all 3000 event and volunteer shirts
- ❖ 6-foot banner provided by sponsor placed along fencing at start/finish chute
- ❖ Link on RunFest website
- ❖ Promotion on race day and pre- and post-race events
- ❖ Complimentary race entries
- ❖ Complimentary booth at Health and Fitness Expo and on race day

### **Gold Level and Event Sponsorship \$5000+ (includes in-kind)**

- ❖ Larger Logo on all 3000 event and volunteer shirts
- ❖ Large banner provided by sponsor placed along fencing at start/finish chute
- ❖ Logo on RunFest website
- ❖ Listed near top of sponsor page of Race Guide insert in August edition of Coast Guide and distributed to 3000 participants and volunteers
- ❖ Promotion on race day and pre- and post-race events
- ❖ Complimentary race entries
- ❖ Complimentary booth at Health and Fitness Expo

### **Health and Fitness Expo Sponsorship \$10,000**

- ❖ Sponsor name listed as "Presenter" of sponsored event
- ❖ Logo on all 3000 event and volunteer shirts
- ❖ Large banner provided by sponsor placed along fencing at start/finish chute
- ❖ Logo on RunFest website
- ❖ Inclusion in social media/digital engagement
- ❖ Highlighted on sponsor page of Race Guide insert in August edition of Coast Guide and distributed to 3000 participants and volunteers
- ❖ Promotion on race day and pre- and post-race events
- ❖ Complimentary race entries
- ❖ Complimentary booth at Health and Fitness Expo

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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Supporting Sponsor under \$2000 (includes in-kind)

- ❖ Link on RunFest website
- ❖ Acknowledged on sponsor page of Race Guide and in insert in August edition of Coast Guide; distributed to 3000 participants and volunteers
- ❖ Promotion on race day and pre- and post-race events

### Aid Stations

- ❖ Cover the cost of water, energy gels, rental of tents, tables, and porta cans for 12 aid stations plus start/finish line. Course is out and back so aid stations serve runners in both directions.
- ❖ Gatorade is already a sponsor of this event.
- ❖ Organizations such as Leukemia & Lymphoma Society's Team in Training as well as several high school groups volunteer at the aid stations as a fundraiser. In 2017, RunFest donated over \$15,000 to these groups.

### VIP – Travel and Appearance Fees \$3000

- ❖ Name and logo listed on all promotional materials including website
- ❖ Jeff Galloway - 1972 US Olympian in 10,000 meters (also an alternate on the marathon team).
  - Over 350,000 runners and walkers have reported achieving their goals by using Galloway Training Programs.
  - Jeff is returning to the Anchorage RunFest for the 8<sup>th</sup> year
- ❖ Bart Yasso – Recent Chief Running Officer of Runner's World
  - Primary announcer on both days
  - Promotes the event throughout the year on social media
  - Has been coming to this event for several years

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**To learn more or to set up a  
sponsorship, please contact:**

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