



**2011 Stay & Play Event**  
**Saturday, October 29 2011**  
**Sponsorship & Vendor Proposals**

## Introduction

Returning as an annual tradition, the Fall Harvest Run features a 10k, 5k & Kids Event will be held on Saturday, October 29, 2011. This exciting fall event for runners and families features a mild to moderate running course for the beginner to experienced runner.

Through a full morning of healthy activities we encourage the entire family to travel to and stay in the Huntersville area for the parent/adult runner and the Kids Event featuring scavenger hunts, physical activities, fun run, participation rewards, Halloween themed décor and a best costume prize.

With the added opportunities for cross-promotion of Huntersville's area events and attractions along with an incredible Stay & Play accommodations offer, families have the opportunity to make a weekend out of exploring the local Lake Norman region.

We will be marketing the Event and Stay & Play weekend to the local communities (Huntersville, Cornelius, Davidson, Charlotte, Mooresville) as well as outlying towns and cities (Fort Mill, Rock Hill, Columbia, and Greenville/Spartanburg, SC and Raleigh/Durham, Cary, Chapel Hill, Greensboro, Winston-Salem, High Point, Kernersville, Concord, Monroe, Kannapolis, and Pinehurst, NC.)

Review and select which opportunity is right for you to support your community, advertise your business and participate in this incredible one-of-a-kind event.

Tracy Barron  
Event Coordinator  
704-766-2222  
[tbarron@huntersville.org](mailto:tbarron@huntersville.org)

# 2011 Fall Harvest Run

## Sponsors Benefits



### Title Sponsor

Available for 1 patron

- Race named after sponsor
- Prominent sign/banner placement in facility from sponsorship secured date through December 31, 2011
- Feature article in HFFA member communication
- Product demonstration/display/sampling on day of race
- Publicity in media efforts and logo on event mailings
- Logo inclusion on all print material; including event brochures, registration forms, t-shirts, sponsor board, and website (as available based on date sponsorship is secured)
- Business promotion materials included in registration packets
- Press release announcing event sponsorship
- Complimentary one year family membership to HFFA

**Visibility 150,000-200,000**

**Contribution Value \$2,500**



### Presenting Sponsors

Available for 1 patron

- Prominent sign/banner placement in facility
- Feature article in HFFA member communication
- Product demonstration/display/sampling on day of event
- Publicity in media efforts and logo on event mailings
- Logo inclusion on t-shirts, sponsor board and website
- Business promotion materials included in registration packets
- Press release announcing event sponsorship
- Complimentary one year family membership to HFFA

**Visibility 100,000-150,000**

**Contribution Value \$1,500**

# 2011 Fall Harvest Run

## Sponsors Benefits



### Kids Event Sponsor

Available for 1 Patron

- Prominent sign/banner placement in facility or on course
- Product demonstration/display/sampling on day of race
- Publicity in media efforts and logo on event mailings
- Logo inclusion sponsor board, website and directional arrows on bike course
- Business promotion materials included in registration packets
- Press release announcing event sponsorship

**Visibility 50,000-100,000**

**Contribution Value \$750**



### Water Stop Sponsor

Available for 3 Patrons

- Prominent sign/banner placement in facility or on course
- Product demonstration/display/sampling on day of race
- Publicity in media efforts and logo on event mailings
- Logo inclusion sponsor board, website directional arrows on run course
- Business promotion materials included in registration packets
- Press release announcing event sponsorship

**Visibility 25,000-50,000**

**Contribution \$500**



### Award Sponsor

Available for 4 Patrons

- Prominent sign/banner placement in facility or on course
- Product demonstration/display/sampling on day of race
- Publicity in media efforts and logo on event mailings
- Logo inclusion on shirt, sponsor board and website
- Business promotion materials included in registration packets
- Press release announcing event sponsorship

**Visibility 25,000-50,000**

**Contribution \$300**

# 2011 Fall Harvest Run

## Sponsors Benefits



### **Time/Service Sponsor**

Unlimited Availability

- Business promotion materials included in registration packets

*Visibility 1,000-10,000*

*Contribution: 8 hours of event volunteer staffing*

*(time can be divided over multiple events and/or multiple people)*

### **Vendor Opportunity**

- Opportunity to have 1 vendor location at finish line of event
- One scripted announcement made during duration of race
- Logo included with link to website from event page

*Visibility 500-1,000*

*Contribution: \$25 per event*

*All tables must follow theme of event*

*Bottled water, candy or other complimentary items to runners must be offered (minimum of 100 items or \$25 value for giveaway items must be achieved)*

*(discounted rate available when securing multiple dates)*



## 2011 Fall Harvest Run Sponsorship Agreement

This agreement is made by and between Huntersville Family Fitness & Aquatics (hereinafter referred to as "HFFA") and \_\_\_\_\_ (hereinafter referred to as "Sponsor" and dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_).

HFFA agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- Title Sponsorship
- Presenting Sponsorship
- Kids Event Sponsorship
- Water Stop Sponsorship
- Award Sponsorship
- Time/Service Sponsorship

Other terms mutually agreed upon: (if none, so state): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsor shall pay to HFFA the sum of: \$ \_\_\_\_\_ which sum is due and payable within 15 days of this contract or by \_\_\_\_\_. If the sponsor is donating product, the delivery date will be: \_\_\_\_\_.

HFFA Signature

By: \_\_\_\_\_

Title: \_\_\_\_\_

Sponsor Signature

By: \_\_\_\_\_

Title: \_\_\_\_\_



## 2012 Fall Harvest Run Sponsorship Contact Information

Fill out and submit with your sponsorship agreement to HFFA, Attention Tracy Barron.

Contact Information:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

For new sponsors, please email your logo to [tbarron@huntersville.org](mailto:tbarron@huntersville.org) to be posted on our website and monthly e-mail blast.



## 2012 Fall Harvest Run Vendor Contact Information

Please email [fallharvest@hffa.com](mailto:fallharvest@hffa.com) with the following subject line: Vendor Request

Please include the following in your email:

Business Name, Contact Name, Email Address, Contact Number & the dates you are interested in. (Current available events are: April, May, June & July – Kids Tri Series, May – Adult Tri Event, July – Firecracker 5k, October – Fall Harvest 10k/5k or available open dates at HFFA for members only)

Please allow 24 – 48 hours for Heidi Samples to respond to your request. She will confirm your inquiry and provide you with an agreement to review, sign and return with payment.