

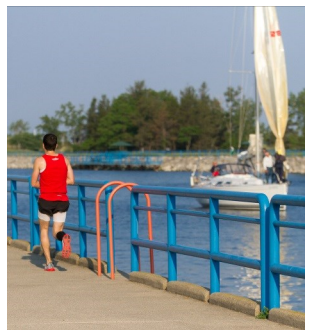


## SEAWAY RUN SPONSORSHIP OPPORTUNITIES

	Platinum \$10,000 <i>(exclusive to 3)</i>	Diamond \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$500
	----- These tiers are open to multiple organizations. -----				
Spirit Station Sponsor (1) <i>recognition signage at all stations</i> Award Ceremony Sponsor (1) <i>recognition banner at award ceremony</i> Lake Michigan Half Marathon Presenting Sponsor (1) <i>name below HM logo</i>	■				
Organization banner may be displayed at event	■	■			
Logo on race shirt	■	■	■		
Sponsor recognition on printed promotional materials	■ <i>(logo)</i>	■ <i>(logo)</i>	■ <i>(logo)</i>	■ <i>(name)</i>	
Sponsor recognition on email promotions and event website	■ <i>(logo)</i>	■ <i>(logo)</i>	■ <i>(logo)</i>	■ <i>(name)</i>	■ <i>(name)</i>
Logo on Sponsor Banners displayed at Finish Line, Expo/Package Pickup, Award Ceremony	size 1	size 2	size 3	size 4	size 5
Opportunity to include offer/information in an event promotional email and on website <i>(in lieu of paper materials in participant bags)</i>	■	■	■	■	■
Opportunity to provide promotional items for participant bags	■	■	■	■	■
Booth at Health Expo	■	■	■	■	■
Complimentary race entries for 5K Run/Community Walk (1 credit = 5K entry; 2 credits = 15K or Half Marathon entry)	(20 credits)	(10 credits)	(8 credits)	(6 credits)	(4credits)

If you have any questions, need any additional information, or to sign up for a sponsorship opportunity, please contact Andrew Buikema at [seawayrun@gmail.com](mailto:seawayrun@gmail.com) or 231.206.0365

# A RUN WITH A VIEW



# EXAMPLES OF SEAWAY RUN SPONSORSHIP RECOGNITION

Sitemap | Terms of Use SEARCH Check results here!

HOME | REGISTER | PARTICIPANTS | EVENT | EXPO | TRAINING | VOLUNTEER | CONTACT

06/26/14

## Thank You to our Sponsors!

Access Health  
Alcoa  
Goodwill Industries of West Michigan  
Lighthouse Group  
Northern Machine Tool  
RediRental  
Padnos  
United Healthcare

Baker College  
Denial Impressions  
Double JJ Resort  
EcoTrek Fitness  
Fricano Place: Pinchtown Market  
Harbor Hospice  
Health Hutt  
Humana  
Meijer  
Muskegon Cross Fit  
Natural Awakenings  
O'Brien Chiropractic  
Semlow Chiropractic  
Shoreline Vision  
The Hope Project  
Trinity Senior Living Communities  
Wireless  
West Michigan Grinding and Machine

From: Mercy Health Seaway Run and Expo  
Subject: Thanks for participating in the Mercy Health Seaway Run!

Thank you for being part of the 32nd Annual Mercy Health Seaway Run!

We're glad you joined us for this healthy community event... we broke the record this year, with over 3,200 participants, including 275 in our inaugural Half Marathon event! It's great to see so many people running and walking to be the healthiest they can be!

Tell us what you think: If you haven't had a chance yet, please take a moment to fill out the online survey we emailed to all participants shortly after the event. This will help us continue to make this a great event for everyone. Click [here](#) to get started. Thank!

You ought to be in pictures: East Photo Expo was on hand to take pictures of all race participants this year. Using your bib number or last name, you can preview and order pictures to remember the day! Click [here](#) to take a look. You can also view additional pictures on our Facebook page, taken by Joe Gee Photography. And if you have great pictures from the day, please share them on our page, we'd love to see them!

Get a Finisher Certificate: to see your results online and print out a Finisher Certificate, click [here](#).

And now a word from one of our sponsors:

### HOW DO YOU HYDRATE?

URBAN HERO RUNS HOSTED BY NATHAN

There are 50 million runners in the US. Only a fraction of them are running with hydration. Learn how to hydrate properly and what products are out there to ensure you can run stronger and longer. Enjoy fun giveaways and surprises from Nathan at the Urban Hero!

**GRAND RAPIDS JULY 15 6-30 PM** Runs begin and end at our stores.  
**HOLLAND JULY 16 5-45 PM**  
**KALAMAZOO JULY 17 6 PM**

We're teaming up with Central City Tap House at our Kalamazoo run as part of Downtown Kalamazoo Restaurant Week! Enjoy half-off selected draft beers at Central City Tap House after the run.

### PART OF HYDRATION 20% OFF

**JULY 12-21** **NATHAN BOTTLES & BELTS**

How much water did you drink today?

Like us at [facebook/SeawayRun](#) for updates and to join the conversation!  
352 Days until the 2014 event! Watch the countdown at [seawayrun.com](#).

Forward this message to a friend

Click to view this email in a browser

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

## Thank You to our Sponsors!

# SEAWAY RUN SPONSORSHIP REGISTRATION FORM

Organization \_\_\_\_\_  
Contact name \_\_\_\_\_ email \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Please check the tier you would like to reserve:

___ Platinum	\$10,000	Open to three (3) organizations	In Kind	\$ _____ <small>(value)</small>	Open to multiple companies
___ Diamond	\$5,000	Open to multiple organizations	<i>Description of in kind donation:</i>		
___ Gold	\$3,000	Open to multiple organizations	_____		
___ Silver	\$1,500	Open to multiple organizations	<i>Note: In kind donors will receive sponsorship benefits equal to the value of the in kind donation.</i>		
___ Bronze	\$500	Open to multiple organizations	_____		

\_\_\_ **Check Enclosed** \_\_\_ **Will Mail Check**

\_\_\_ **Credit Card** Card Number \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

\_\_\_ **Yes**, we will include promotional items in participant bags.  
\_\_\_ **No**, we will not be including promotional items in bags.

*If your business will be providing promotional materials for runner packets at least 4,000 units need to be delivered to the Seaway Run, c/o Andrew Buikema, 5361 Martin Rd, Norton Shores, MI 49441, by June 2, 2017.*

\_\_\_ **Yes**, we will provide an offer/information in PDF format for inclusion in a promotional email and on the event website.  
\_\_\_ **No**, we will not be providing an offer/information in PDF format for inclusion in a promotional email and on the event website.  
*If your business will be providing an offer/information for email/website, send the information to: [chris@unitedwaylakeshore.org](mailto:chris@unitedwaylakeshore.org)*

\_\_\_ **Yes**, we would like a booth at the Expo.  
\_\_\_ **No**, we do not want a booth at the Expo.  
*If yes, you will be contacted with details about the Expo.*

**Please email a high resolution logo to:** [chris@unitedwaylakeshore.org](mailto:chris@unitedwaylakeshore.org)

**Return form to:**

Andrew Buikema

Mail: Mercy Health Seaway Run and Expo, c/o Muskegon Family YMCA  
PO Box 1667, Muskegon MI 49440

Email: [seawayrun@gmail.com](mailto:seawayrun@gmail.com)

Sponsorship opportunities will be reserved on a first-come, first-served basis for the platinum tier.

Additional opportunities may be available at the discretion of Rotary Club's 1 in 21 and the Muskegon Family YMCA. For any special requests or concerns, please contact Andrew Buikema at [seawayrun@gmail.com](mailto:seawayrun@gmail.com) or 231-206-0365.

