



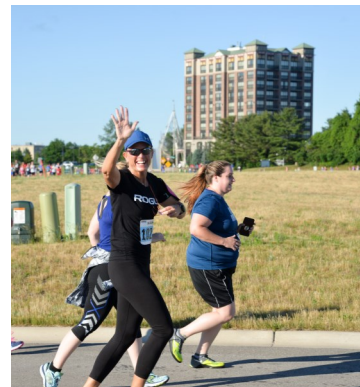
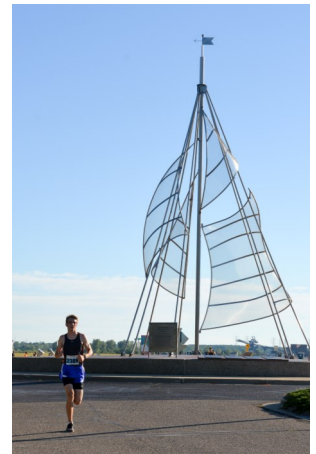
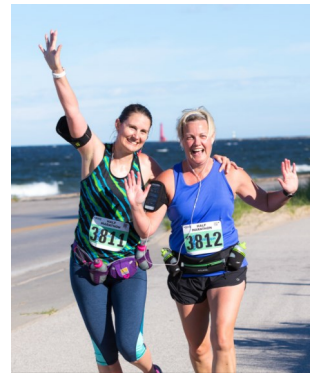
SPONSORSHIP OPPORTUNITIES

	Platinum \$10,000 <i>(exclusive to 3)</i>	Diamond \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$500	Supporter \$250
	----- 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 ceremony</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>	■ <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	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	16 entries	8 entries	6 entries	4 entries	2 entries	---
Mile Marker Sponsor \$100 - sign at mile marker; recognition on website.						

If you have any questions, need any additional information, or to sign up for a sponsorship opportunity, please contact Andrew Buikema at andrew@seawayrun.com or 231.206.0365

MERCY HEALTH
SEAWAY RUN
5K | 10K | HALF MARATHON | 5K WALK

A RUN WITH A VIEW



EXAMPLES OF SEAWAY RUN SPONSORSHIP RECOGNITION

Seaway Run website (with a link to your website)

The screenshot shows the Seaway Run website with a navigation bar at the top. Below the header, a thank-you message to sponsors is displayed. The website lists sponsors in four categories: Title Sponsor (Mercy Health), Platinum Sponsor (13 ON YOUR SIDE), Gold Sponsors (Gazelle Sports, INRULY BREWING CO., Pigeon Hill, FENCE CONSULTANTS, Wendy's, TYLER SALES, HealthWest), and Silver Sponsors (Betten Baker, Blue Cross Blue Shield, Eagle Alloy, Kohley's Superior Water & Propane, United Way of the Lakeshore). Bronze Sponsors are listed in a grid at the bottom, including Natural Awakenings, GE Aviation, Northern Machine Tool, Shoreline Insurance, Heartland Health Care Center, Lakeshore Employee Benefits, Fatti Lumpkins, Soils & Structures, Hillte International, Lakeshore Fitness Center, Ramos and Sons Auto Body, West Michigan Grinding and Machine, Baker College of Muskegon, Lighthouse Group, PADNOS, and others. A footer section includes a link to 'Download Sponsor Packet' and a 'Contact Us' button.



Banner in start/finish area



Back of shirt

Recognition at Expo and Packet Pick Up

Thank You to our Sponsors!

A large banner titled 'Thank You to our Sponsors!' featuring a grid of logos for various sponsors. The logos include: MERCY HEALTH, FOX 17 WEST MICHIGAN, ADAC AUTOMOTIVE, 107MUS The Lakeshore's Country, EA, Gazelle Sports, Trophy House, and JONES SPORTS. The banner also features logos for MUSKEGON LAKESHORE CHAMBER OF COMMERCE, HealthWest, BerrienBaker, DOWNTOWN MUSKEGON NOW, EAGLE Alloy, Inc., fastbooth.com, HACKETT COMMUNITY CARE, Kohley's SUPERIOR WATER & PROPANE, L.C. WALKER ARENA AND EVENT CENTER, RAYMOND JAMES, TYLER SALES COMPANY INC., United Way of the Lakeshore, United Way, ZUSCHE, CityH&B, Trek Fitness, HARRIS HOSPITALITY CUSTOM CATERING, HILITE INTERNATIONAL USA, Lakeshore Employee Benefits, Lakeshore Fitness Center, Lighthouse Insurance, JONES TO GO, meijer, NICHOLS, NORTHERN MACHINE TOOL, PADNOS, RAMOS, REDI-RENTAL, Shoreline Insurance, SOILS & STRUCTURES, and West Michigan Grinding & Machine. The banner concludes with the 'WATCH MUSKEGON' logo.

SEAWAY RUN SPONSORSHIP REGISTRATION FORM

Organization _____

Contact name _____ email _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Signature _____ Date _____

___ Platinum \$10,000 Open to three (3) organizations

___ Diamond \$5,000 Open to multiple organizations

___ Gold \$3,000 Open to multiple organizations

___ Silver \$1,500 Open to multiple organizations

___ Bronze \$500 Open to multiple organizations

___ Supporter \$250 Open to multiple organizations

___ Mile Marker \$100 Open to multiple organizations

In Kind \$_____ Open to multiple companies
(value)

Description of in kind donation:

Note: In kind donors will receive sponsorship benefits equal to the value of the in kind donation.

___ **Check Enclosed** ___ **Will Mail Check** (Make check payable to Seaway Run)

___ **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 Mercy Health Seaway Run and Expo, 2743 Henry Street PMB #289, Norton Shores, MI 49441 , **by June 1, 2019.**

___ **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: andrew@seawayrun.com

___ **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: seawayrun@gmail.com

Return form to:

Andrew Buikema

Mail: Mercy Health Seaway Run and Expo,
2743 Henry Street PMB #289, Norton Shores, MI 49440

Email: andrew@seawayrun.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 andrew@seawayrun.com or 231-206-0365.

