



Pike's Peek 10K & Kids Fun Run Sunday, April 29th 2018

Winner of "Best 10K" by RunWashington and the 2018 RRCA State Championship race

The Pike's Peek 10k and Kids' Run is one of the Montgomery County Road Runners Club's premiere racing events. The 10k race, popular because of its reputation as a fast course, attracts **over 2800 runners, 500 volunteers, and hundreds of spectators**. The course begins at the Shady Grove Metro Station, traversing a straight shot down Rockville Pike and finishing at Pike & Rose where families and friends congregate at the finish area to celebrate with food, family activities, music & exhibits at the Post-Race Festival! Children of all ages join in the running fun with a 50-meter Toddler Trot and 1/4 Mile Fun Run.

Your business can reach all of these local runners, volunteers, families, friends and supporters by joining MCRRC as a sponsor of this popular event. Email pikespeaksponsor@mcrrc.org for more information.

	Presenting \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Patron \$1,250	Challenge \$500	Donor \$250
<i>Exclusive Race Title (MCRRC and YOUR COMPANY Present Pike's Peek 10K)</i>	x						
<i>Logo included in advertising & on all runner premiums</i>	x						
<i>Mailing (and/or email) addresses of all pre-registered participants</i>	x	x					
<i>Logo displayed on 2800+ race bibs</i>	x	x					
<i>Featured in article in Intervals (official MCRRC newsletter, circulation of 2,750)</i>	x	x					
<i>Category Exclusivity</i>	x	x	x				
<i>Logo displayed on 2800+ runner shirts</i>	x	x	x	x			
<i>Verbal recognition pre-race and at post-race festival/awards ceremony</i>	x	x	x	x			
<i>Logo displayed on 500+ volunteer shirts</i>	x	x	x	x	x		
<i>Logo with live link on www.MCRRC.org, www.pikespeak10K.org and on social media</i>	x	x	x	x	x		
<i>Banner displayed at finish line (provided by sponsor)</i>	x	x	x	x	x	x	
<i>Promotional materials provided to MCRRC included in 2800+ runner packets</i>	x	x	x	x	x	x	
<i>Logo displayed at packet pick-up</i>	x	x	x	x	x	x	
<i>Logo displayed in race packets</i>	x	x	x	x	x	x	x
<i>Exhibit space at post-race festival</i>	x	x	x	x	x	x	x
<i>Complimentary race entries with race premiums</i>	10	8	6	5	4	3	2

Other Sponsorship Opportunities:

Title Kids Run Sponsor (Pike's Peek Kids Runs presented by YOUR COMPANY) - \$3,000 (also includes all benefits of Bronze Sponsor)

Mile Marker/Split Clock Sponsor (6 available) - \$750 (Logo displayed at mile marker; also includes all benefits of Challenge Sponsor)

Water Table Sponsor (4 available) - \$300 (Logo displayed at water table; also includes benefits of Donor Sponsor)

Post-Race Festival Table ONLY (limited availability- reserve early!) - \$200



2018 Pike's Peek 10K & Kids Fun Run Sponsorship Agreement

My company/organization wishes to be a sponsor of the **2018 Pike's Peek 10K & Kids Fun Run** on Sunday, April 29th, 2018. As part of this agreement, Montgomery County Road Runners Club (MCRRC) agrees to provide the benefits outline in the accompanying sponsorship level descriptions. My company/organization agrees to the terms of the following Sponsorship Agreement:

Company/Organization (please PRINT):

Company/Organization Name: _____

Contact Name: _____ Phone: _____

Mailing Address: _____

Email Address: _____

Signature: _____ Date: _____

- Sponsor Level:**
- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Presenting (\$15,000) | <input type="checkbox"/> Gold (\$10,000) | <input type="checkbox"/> Silver (\$5,000) | <input type="checkbox"/> Bronze (\$2,500) |
| <input type="checkbox"/> Patron (\$1,250) | <input type="checkbox"/> Challenge (\$500) | <input type="checkbox"/> Donor (\$250) | <input type="checkbox"/> Title Kids Run Sponsor (\$3,000) |
| <input type="checkbox"/> Mile Marker/Split Clock (\$750) | <input type="checkbox"/> Water Table (\$300) | <input type="checkbox"/> Festival Table ONLY (\$200) | |

Payment:

- Check payable to Montgomery County Road Runners Club
- Credit Card: Number: _____ Expiration: _____ CVV: _____
- In-Kind (valued at fair market value): Description: _____

Value: \$ _____

Deadlines:

March 10, 2018: Logo inclusion on race shirt

April 10, 2018: Submission deadline for materials for runner goody bags

Exhibit space at post-race festival is LIMITED and will be filled on a first-come, first-served basis.

MCRRC E# 74-2112511. Please return to MCRRC, PO Box 1703 Rockville, Maryland 20849.