

# Calling All Sponsors to the Starting Line!

The 2013 37th Annual Macon Labor Day Road is fast approaching, and the race's founder and host, the Macon Tracks Running Club, calls out now for sponsors.

**MACON  
TRACKS**  
RUNNING CLUB



Will your organization join in promoting the largest, most famous, and most exciting 5K and 10K running races in Middle Georgia?

Here are a few things to consider:

- ✓ Your organization's name or logo will appear on a high-quality "technical" wicking t-shirt that will be worn for years to come by many hundreds of fit, community-involved people in Middle Georgia. Ours is one of the few races featuring women's specific shirts which are well-appreciated by our female participants. Consider being a lead sponsor for top billing on the back of the shirt.
- ✓ Your organization's name will appear on thousands of race registration forms which will be distributed at locations throughout the region.
- ✓ The Macon Tracks website will effectively promote your organization with the power of one of the most-visited websites in the region, [www.macontracks.org](http://www.macontracks.org), attracting more than 444,000 hits per month from more than 5,000 unique visitors, all of them fitness-oriented folks. Your logo will appear on the Labor Day Road Race information web page and the Sponsors page for one year. If you'd like, a link to your company website can be added to your logo.
- ✓ Your organization will get free registrations for the race commensurate with your organization's level of commitment – from 1 free registration at the \$250 level to 15 at the \$3,000 level.
- ✓ Your organization will have the option of placing promotional information in the 1800 or more race packets given to each participant. You may set up a booth in the park at the finish line to promote your organization.
- ✓ Macon Tracks will prominently honor high-level sponsors with special plaques on race day, and your organization will thereafter be reminded on its wall throughout the year of the important role it played during 2013 in promoting health, fitness and good values in our region.
- ✓ Your firm will be supporting a 501(c)(3) tax-deductible charitable event. All proceeds will go to local charitable organizations/non-profits such as the Georgia Industrial Children's Home, the Ocmulgee National Monument, Boy Scouts of America, and others.

The sooner you make a sponsorship commitment, the more value you will receive in terms of promotion on race flyers, the website, and mention in the Macon Tracks newsletter. Make your commitment today by e-mailing Caryl Deems at [caryldeems@windstream.net](mailto:caryldeems@windstream.net) or call (478) 972-2609. We hope you'll join in this unique local tradition!



# Macon Labor Day Road Race Sponsor Sign Up Form

This year's race will be held on September 2nd, 2013.  
In order to have your logo on the race shirt, please commit before **June 15<sup>th</sup>**.

Name of Organization: \_\_\_\_\_

Signature of Authorized Principal: \_\_\_\_\_

Level of Sponsorship:

\_\_\_\_\_ Lead Sponsor (\$3,000; high t-shirt billing for logo; logo on registration forms; 15 free race registrations worth \$300; large thank-you plaque presented on race day at 5-K award ceremony; logo on sponsor page of website for one year; 501c3 tax deduction)

\_\_\_\_\_ Major Sponsor (\$2,000; middle t-shirt billing for logo; name on registration forms; 10 free race registrations worth \$200; thank-you plaque presented on race day at 5-K award ceremony; logo on sponsor page of website for one year; 501c3 tax deduction)

\_\_\_\_\_ Supporting Sponsor (\$1,000; name on t-shirt in text; name on registration forms; 5 free race registrations worth \$100; smaller thank-you plaque presented on race day at 5-K award ceremony; logo on sponsor page of website for one year; 501c3 tax deduction)

\_\_\_\_\_ Sponsor (\$500; name on t-shirt in text; 3 free race registrations worth \$60; logo on sponsor page of website for one year; 501c3 tax deduction)

\_\_\_\_\_ Contributor (\$250; name on t-shirt in text; 1 free race registration worth \$20; logo on sponsor page of website for one year; 501c3 tax deduction)

Will your organization be supplying ads or promotions for the race packets?

Does your organization wish to staff its own table/booth/event at the finish?

Does your organization wish to make an in-kind donation? In kind donations will be credited at 50% when determining sponsorship benefit levels.

Who will be the contact person from your organization for promotional matters, and what is that person's e-mail address and other contact information?

Please e-mail your logo to Kerry at [macontracks@macontracks.org](mailto:macontracks@macontracks.org) (include an eps or vector file if possible).

*Please complete and return this form to Caryl Deems, Macon Tracks Running Club, P.O. Box 26455, Macon, GA 31221. Make checks payable to Macon Tracks Running Club. Questions? Please feel free to contact Caryl at (478) 972-2609 or [caryldeems@windstream.net](mailto:caryldeems@windstream.net) . Thank you!*