

Sponsorship Opportunities

Paducah Iron Mom

Co-Ed Half Marathon & Half Marathon Relay

Saturday, May 12, 2018

Proceeds benefit Family Service Society

paducahironmom.com

On behalf of the Family Service Society's staff and board of directors, we ask for your support for the 2018 Paducah Iron Mom Half Marathon and Relay. Iron Mom is our signature fundraising event and supports our programs and community efforts all year long.

In its eighth year, Iron Mom is a staple of this community. It was Paducah's first half marathon and continues to grow every year. Nearly 1,000 runners enter the half marathon each year, either individually or as a team. This year's race will take place on Saturday, May 12, 2018, starting in downtown Paducah. This race takes a true community effort to be successful - involving first responders, city government, tons of volunteers, and great sponsors, like you.

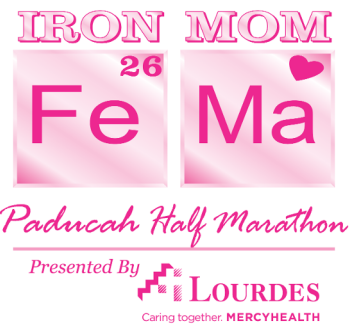
All proceeds from Iron Mom directly benefit Family Service Society. We are a crisis resource to people of Paducah and McCracken County. Services include assistance with food, clothing, utilities, medications, dental, eyeglasses, household goods, personal care items and Christmas food assistance. Established in 1927, Family Service Society is a 100% local organization that relies on funds and donations from this giving community.

We hope that you will consider sponsoring Iron Mom to some level this year. Included with this letter is the list of sponsorship levels. If you have any questions at all, please feel free to reach out to us.

Thank you for your consideration,

Amy Taylor Nolan
Director of Business Development

Nora Gipson
Race Director



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Gold Level - \$3,000 - 3 available!

- Select one of the following to be named in honor of your business:
 - **Starting Line Sponsor**- you will be featured at the beginning of the race with the Starting Line named after your organization.
 - **Halfway There Sponsor**- you will be featured at the halfway point of the race with a large banner across the road
 - **Finish Line Sponsor**- you will be featured at the end of the race with the Finish Line named after your organization
- Organization logo on promotional materials and race website.
- Organization logo prominently on the back of event t-shirt
- Opportunity to have a vendor booth and sell products at the vendor area on race day - this is open to all racers and spectators by the finish line
- Opportunity to promote your organization by staffing and displaying your business banners at a Water/Aid station.
- Opportunity to put branded promotional items in runners' bags
- Company logo on route map and "you are on the route" flyer
- Four free race registrations to use at your discretion

Silver Level - \$1,000

- Organization name and logo on promotional materials, race website, and back of event t-shirt
- Opportunity to have a vendor booth and sell products at the vendor area on race day - this is open to all racers and spectators by the finish line
- Opportunity to promote your organization by staffing and displaying your business banners at a Water/Aid station
- Opportunity to put branded promotional items in runners' bags
- Four free race registrations to use at your discretion

Bronze Level - Mile Sponsor - \$500 - 13 available!

- Sponsor one of the 13 miles in the race with a ground sticker with company logo on your mile, along with two course signs during that mile
- Opportunity to place other promotional materials along your designated mile
- Organization name on promotional materials, race website, and back of event t-shirt
- Opportunity to put branded promotional items in runners' bags
- Two free race registrations to use at your discretion



Sponsorship opportunities continued on next page.

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Sponsorship opportunities continued.

Water Station Sponsor - \$500 - 12 available!

- Promote your organization by staffing and displaying your business banners at a Water/Aid station
- Organization name on promotional materials, race website, and back of event t-shirt
- Opportunity to put branded promotional items in runners' bags
- Two free race registrations to use at your discretion

Hotel Sponsor - \$500, plus two in-kind rooms - 1 available!

- Hotel sponsor provides room block for runners at discounted rate
- Hotel name and logo on race website as official hotel sponsor, with link to room block
- Hotel name on promotional materials and on the back of event t-shirt
- Email blast sent to all runners registered with hotel block information
- Opportunity to put branded promotional items in runners' bags

Course Sign Sponsor - \$250

- Your organization will be promoted via two signs with company logo along the race course
- Organization name on race website

Vendor Booth - \$250

- Promote your business with a vendor booth at your choice between packet pickup (Friday before the race) or on race day by the finish line
- Opportunity to sell your products at your booth, with business license approval
- Great for restaurants and retailers!
- Organization name on race website

Printed Route Ad - \$150 - 20 available!

- Your choice between an ad on the race map for every runner, or the "you are on the route" flyer that goes to every household along the route (approximately 1,000 printed of each)
- Great for restaurants and retailers!
- Business card size ads (2 5/8" x 4 1/8") – can buy multiple for a larger size ad

