

# June 6, 2020



Sponsorship Proposal

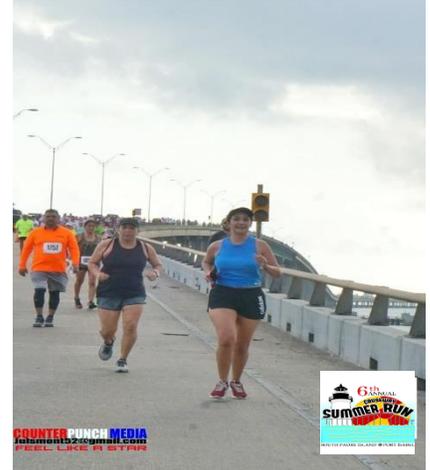


Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Port Isabel Chamber of Commerce's 6<sup>th</sup> Annual Summer Causeway Run & Fitness Walk scheduled June 6, 2020.

By partnering with PICC you can increase your business exposure within the South Texas running & health community as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!



"I thought it was very organized and the volunteers were extremely helpful! The view from top of the Causeway was breathtaking!"  
- Texas Participant

"Was a great course, Loved It!"  
- Run Participant

"We look forward to running the beach and crossing the causeway"  
- Run Participant

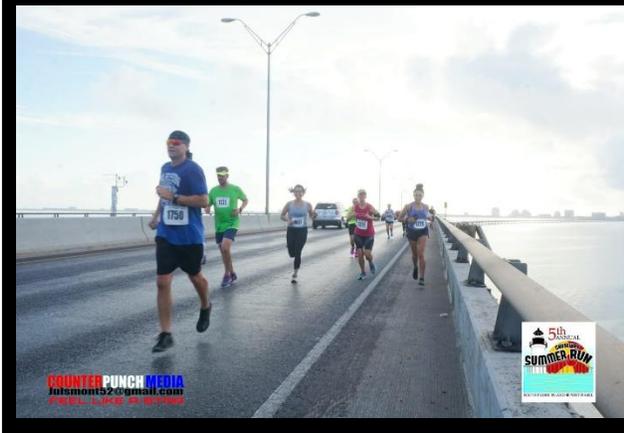


# About



The Summer Longest Causeway Run & Fitness Walk is in its 6<sup>th</sup> year happening June 6, 2020 and continues to offer participants the chance to cross the historic Queen Isabella Causeway on foot over the beautiful Laguna Madre Bay. Both 5k and 10k participants start on South Padre Island and finish in Port Isabel with an awards ceremony and light lunch at the Port Isabel Event & Cultural Center.

Proceeds benefit local scholarship program. Plus, every participant to cross the finish line receives a medal.



# SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition within the Summer Longest Causeway Run & Fitness Walk and will put your company's name, logo and link in front of more than 3,000 participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our 3,000 runners and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness and running in South Texas/RGV

	Platinum	Gold	Silver	Bronze
Value	\$10,000	\$5,000	\$2,500	\$1,500
Sponsorships Available	Unlimited	Unlimited	Unlimited	Unlimited
Plaque for recognition	✓			
Opportunity to co-sponsor a \$1,000 scholarship	✓			
<b>Name and logo placement:</b>				
Race shirts	Logo	Logo	Sm. Logo	Name
All race entry forms (online & paper)	Logo	Logo	Sm. Logo	Name
Mailings	Logo	Logo	Sm. Logo	Name
Race bibs	Logo			
Event posters displayed in storefronts	Logo	Logo	Sm. Logo	Name
Signage at event	Logo	Logo	Sm. Logo	Name
<b>Promotion:</b>				
Race website with link	Logo	Logo	Logo	Logo
Social Media postings	✓	✓	✓	✓
Media promotion and press releases	✓	✓	✓	✓
Local radio interviews	✓			
Recognition in e-newsletters	✓	✓	✓	✓
<b>Race Day Benefits:</b>				
Virtual Event Bags. Before, During & After Event	Yes	Yes	Yes	Yes
Opportunity to have representation at the events	Tent	Tent	Table	Table
Banner placement at start/finish lines	Premier	Preferred	Preferred	Preferred
Announcements on race day prior to race start and throughout all post-race activities	10 Mentions	3 Mentions	2 Mentions	1 Mention

	Platinum	Gold	Silver	Bronze
Company representative at Awards Ceremony for medal presentation & special recognition	✓			
Photo opportunity with race participants	✓	✓		
Complimentary runner registration	24	12	6	4
Complimentary Event T-Shirts	24	6	4	2
<b>Year Long Benefits:</b>				
Ability to have members on the planning committee	✓	✓		
Event Homepage	✓	✓		

## Other Sponsorship Opportunities

### \* Other Ideas

Are you interested in providing support to the Summer Causeway Run & Fitness Walk with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the event? Sponsorship proposals can be customized to meet your business needs by contacting:

Betty Wells  
 Event Director & President- Port Isabel Chamber of Commerce  
[director@portisabel.org](mailto:director@portisabel.org)  
 956-943-2262

# MEDIA REACH

The Causeway Run & Fitness Walk provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

**Note:** The data in this section reflects 2019 usage

- Website – <http://portisabelchamber.com/Events/SummerCausewayRun.aspx>
- Make-up of Event participants
  - Female- 62.4%
  - Male- 37.76%
  - Average Age- 45
- Social Media
  - Facebook
  - Twitter
  - Instagram
- E-Newsletters
  - Active: 12,000 + subscribers
  - Constant Contact: 1,000 + subscribers
- Advertising
  - Classic 92.7 Radio
  - KRGV 5
  - Port Isabel-South Padre Press
  - South Padre Parade
  - Coastal Current
  - Running in the USA
- Online Advertising
  - Active.com
  - Local Online Event Calendars
- Flyers
  - 7,500 distributed (locally, regionally, etc.)
- Event Signage
  - Highway Signs
  - 8x8 Step & Repeat

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Betty Wells, Sponsorship Coordinator, at [director@portisabel.org](mailto:director@portisabel.org). Please don't hesitate to contact us with any questions (956) 943-2262.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_ \$10,000 Platinum Sponsor

\_\_\_ \$5,000 Gold Sponsor

\_\_\_ \$2,500 Silver Sponsor

\_\_\_ \$1,500 Bronze Sponsor

THANK YOU FOR SUPPORTING  
RUNNING, WELLNESS AND OUR  
COMMUNITY!

Once we receive your completed  
sponsorship form, PICC staff will  
contact you to discuss event  
arrangements, sponsorship benefits  
and recognition.

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a check made payable to the  
Port Isabel Chamber of Commerce

\_\_\_ Please charge my credit card

Please send your high-resolution color  
and black-and-white logos (.EPS, .JPG  
or vector preferred) to  
[director@portisabel.org](mailto:director@portisabel.org)

Card Type: Visa / MC / Discover

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\$

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

