



2022 SPONSORSHIP PACKAGES AVAILABLE



SPONSORSHIP OPPORTUNITIES

- Presenting Sponsor
- Finisher Medal Sponsor
 - Photo Sponsor
 - Shuttle Sponsor
 - Timing Sponsor
 - Video Sponsor
- Overall Prize Winner Sponsor
- Race Recovery Sponsor
- Gear Check Station Sponsor
 - Coffee Sponsor
 - Mile Marker Sponsor
 - Great Friends

Presenting Sponsor: (One available)

Benefits:

- Exclusive title of Presenting Sponsor
- Presenting Sponsor title and business name and/or logo included on the following Great Columbia Crossing 10K materials:
 - o Website
 - o Shirts
 - o Runner's race bibs
 - o Online registration forms
 - o For 2022: Finisher Medal
 - o Promotional fliers & advertising
 - o Emails to Great Columbia Crossing email distribution list (including past participants)
 - o Clam Bucks posters
 - o Presenting sponsor title and business name mentioned in all Great Columbia Crossing radio ads:
 - 60 second ads: 30 seconds include audio recognition during ad with event details + 30 seconds for sponsor advertising
- Thirty (30) Great Columbia Crossing 10K complimentary registration (retail value = \$1,200)
- Business banner located near the start and finish lines (max banner dimensions: 3' x 5')
- Promotional tent at the finish line (tent, table and two chairs supplied by AWACC)
- Speaker at the starting line (5-minute talk, maximum)
- First right of refusal for the 2023 Great Columbia Crossing Presenting Sponsorship on or before November 30, 2022

Additional sponsor benefits:

- o Business name and/or logo listed on select promotional collateral
 - o AWACC website
 - o Astoria Warrenton Crab, Seafood and Wine Festival website
- o Business banner displayed at the 2023 Astoria Warrenton Crab, Seafood and Wine Festival (attendance: 14,000-16,000) (max banner dimensions: 3' x 5')
- o Business name and/or logo listed in *ChamberWorks*, AWACC's monthly newsletter (600 paper copies and 650 electronic copies distributed every month) and in the *Chamber Chatter* weekly email publication (sent to 1,200+ each week)

Bonus:

- o Ten (10) complimentary tickets to the 2023 AWACC Annual Meeting and Banquet, with reserved seating
- o Thirty (30) complimentary tickets to the 2023 Astoria Warrenton Crab, Seafood and Wine Festival
- o 250 complimentary inclusion of your business flier in AWACC Relocation Packets (Your business provides the fliers)
- o Five (5) complimentary business fliers inserted into the *ChamberWorks* newsletter (Your business provides the fliers)

Finisher Medal Sponsor: \$8,000 (One available)

All in-person and virtual race participants who finish the 10K will receive a custom designed finisher medal at the finish line. Runners and walkers often proudly display their Finisher medal(s) on a shelf or wall to enjoy for years to come.

Benefits:

- Logo included on the medal's ribbon
- Business banner (3' x 5') at the finish line
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (6) Six complimentary Great Columbia Crossing registrations

Photo Sponsor: \$7,500 (One available)

This sponsorship provides a complimentary event photo for every participant, available via digital download.

Benefits:

- Business banner (3' x 5') at the finish line
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Participant race photos
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (4) Four complimentary Great Columbia Crossing registrations

Shuttle Sponsor: \$5,000 (One available)

The shuttle sponsor will support one of the most pivotal functions of this event: transporting runners and walkers across the bridge to the starting line in Washington before the race. Just as important: the sweeper bus, which picks up the last of the stragglers when it's time to clear the bridge.

Benefits:

- Business banner (3' x 5') at the finish line
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Sponsorship mention in announcements to participants/riders on the shuttle bus

- Logo and/or name on the following Great Columbia Crossing materials:
 - o On display in every shuttle bus and visible to all race participants/riders
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (3) Three complimentary Great Columbia Crossing registrations

Timing Sponsor: \$5,000 (One available)

This sponsorship supports the timing costs associated with executing the race: getting bibs to runners, setting up chip timers, and making sure every finisher gets accurate results. This sponsorship makes chip timing available to all participants.

Benefits:

- Business banner (3' x 5') featured in the finish line and starting line areas.
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Your business name in text on the front of the race bib provided to every participant
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (3) Three complimentary Great Columbia Crossing registrations

Video Sponsor: \$2,000 (One available)

Over the past few years, video has risen into popularity across the globe. You see it everywhere and it reaches the widest market! This video sponsorship will help AWACC capture race day in an engaging medium that can be shared and used for future race promotion.

Benefits:

- Business banner (3' x 5') at the finish line
- Sponsor mention in the video
- Sponsor mention when the video is used on social media platforms
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (2) Two complimentary Great Columbia Crossing registrations

Overall Prize Winner Awards Sponsor: \$2,000 (One available)

Top 3 Male & Female Overall, Top Masters Male & Female, and Age Group winners (3 deep) will receive an Overall Prize Award given out at the awards ceremony after the race. The overall award is TBD.

Benefits:

- Business banner (3' x 5') at the finish line
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Sponsor recognition during awards ceremony
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (2) Two complimentary Great Columbia Crossing registrations

Race Recovery Snack Sponsor: \$2000 (One available)

On average, a 10K run will burn about 600 calories! The Race Recovery Sponsorship helps runners and walkers replenish their energy after the race with snacks, fruit, and beverages containing electrolytes.

Benefits:

- Business banner (3' x 5') at the "Snack Tent"
- Sponsor recognition and company logo at Runner Recovery & Snack Station
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Website
 - o Shirts
 - o Printed race-day instructions for participants
 - o Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (2) Two complimentary Great Columbia Crossing registrations

Gear Check Station Sponsor: \$1,000 (One available)

The Gear Check Station gives race participants the opportunity have their personal belongings (and their warm clothes) that they might need before or immediately after the race.

Benefits:

- Sponsor recognition and company logo at Gear Check Station
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Logo and/or name on the following Great Columbia Crossing materials:
 - o Website
 - o Shirts

- Printed race-day instructions for participants
- Emails to registered race participants
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (2) Two complimentary Great Columbia Crossing registrations

Coffee Sponsor: \$750

Keep our volunteers caffeinated on race morning by sponsoring our staff and volunteers tab at Journey's End Espresso, located near the Finish Line.

Benefits:

- Logo and/or name on the following Great Columbia Crossing materials:
 - Coffee ticket for all day-of event volunteers & staff
 - Sign at Journey's End
 - Website
 - Shirts
 - Emails to volunteers (pre & post race) & participants (post-race)
- (1) One Featured Facebook Post on Great Columbia Crossing page
- (2) Two complimentary Great Columbia Crossing registration
- Complimentary coffee from Journey's End Espresso on race morning.

Mile Marker Sponsor: \$750 (Six available)

Mile markers along the 10K course make runners take note. With so few distractions along the scenic course, the mile markers offer sponsors an uncluttered opportunity to present their company/or individual, name and logo. Around 3500 runners and walkers will pass by the mile markers.

Benefits:

- Signage featuring Sponsor in high-visibility areas at either mile 1, 2, 3, 4, 5, or 6
- Company logo on Mile Marker
- Sponsor calls on RACE day (number of times you/your business name will be called by our announcer on RACE day: 4
- Name/logo on following Great Columbia Crossing materials:
 - Website
 - Shirts
 - Emails to registered race participants
- (1) Featured Facebook Post on Great Columbia Crossing page
- (2) Two complimentary Great Columbia Crossing registrations

Great Friends: \$500+ (Unlimited)

For supporters looking to help make this event happen.

Benefits:

- Name/logo on following Great Columbia Crossing materials:
 - Website

