

FMTC Race Sponsorship Opportunities

The FMTC is a non-profit 501 (c)(3) organization and supports many other local organizations with the technical support and timing to produce high-quality races. The FMTC actively participates to help raise nearly \$300,000 in funds each year that go to local charities. Several of the races on our schedule are races directed and managed by the track club and considered FMTC sponsored races. These include the **Fort Myers Turkey Trot 5K**, **River Run 8K**, **Edison Festival of Light & River Roots & Ruts 10 Mile Trail Run**. These are the races for which below sponsorship levels would apply. If you are interested in sponsoring a race other than an FMTC race, please contact us at fmtrackclub.info@gmail.com for race director information.

Title Sponsor (\$5000 cash or in-kind): Company included in race title, full digital media package*, prominent company logo on race shirt, logo on race flyer, one advertising item in packet, tent or canopy set-up on race site race morning.

Platinum (\$2500 cash or in-kind): prominent company logo on race shirt, logo on race flyer, company branding on digital media*, one advertising item in packet, tent or canopy set-up on race site race morning.

Gold (\$1000 cash or in-kind): company logo on race shirt, logo on race flyer, company branding on digital media*, one advertising item in packet, tent or canopy set-up on race site race morning.

Silver (\$500 cash or in-kind): company text logo on race shirt, one advertising item in packet, tent or canopy set-up on race site race morning.

Bronze (\$250 cash or in-kind): one advertising item in packet.

Race Dates and Charities:

Turkey Trot 11/24/2022 to benefit FMTC youth and Scholarship Fund & the Edison Ford Winter Estates Preservation Fund.

River Run 8K 12/3/2023 to benefit the City of Fort Myers S.T.A.R.S. (Success Through Academic and Recreational Support) program of Fort Myers.

River Roots & Ruts 10 Mile Trail Run 3/5/2023 to benefit GiGi's Playhouse of Fort Myers, The Mudcutters (trail maintenance and preservation) and local High School Cross Country teams.

The above sponsorships are non-exclusive and there may be more than one sponsor per race in each level. For information and pricing on an exclusive sponsorship, please contact us at fmtrackclub.info@gmail.com.

We also publish on our website information about companies willing to provide continuous in-kind services or discounts to FMTC members. Additional club sponsorship examples include companies that donate to programs such as youth running or are regular race sponsors each year. If you or your business is willing to contribute in this way, please contact us for more information fmtrackclub.info@gmail.com.

FMTC Sponsorship Form

Race Dates and Charities (check event):

_____ **Turkey Trot 11/24/2022**

_____ **River Run 8K 12/3/2022**

_____ **River Roots & Ruts 10 Mile Trail Run 3/5/2023**

_____ Title Sponsor (\$5000+)

_____ Platinum Sponsor (\$2500)

_____ Gold Sponsor (\$1000)

_____ Silver Sponsor (\$500)

_____ Bronze Sponsor (\$250)

Event Sponsoring: _____

(Turkey Trot 5K, River Run 8K or River Roots & Ruts 10 Mile Trail Run & Rely. Please fill out a separate form for each event your business or organization intends to sponsor.)

Name of Sponsor: _____

Print Name and Title: _____

Address: _____

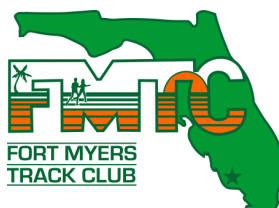
Phone: _____

Email: _____

FMTC Representative: _____

Make checks payable to the **Fort Myers Track Club** and return this commitment to **P.O. Box 60131, Fort Myers, FL 33906**. If you have questions, please contact JeAnne Hertel (239)400-9305 or fmtrackclub.info@gmail.com. The Fort Myers Trak Club is a non-profit 501 (c)(3) organization. For tax purposes you receive nothing of value in consideration of your donation. Please retain of copy of this for your records.

The FMTC is a volunteer organization and supports many other local organizations with the technical support in producing high-quality races. The FMTC actively participates to help raise nearly \$200,000 in funds each year that go to local charities.



FMTC In-Kind Sponsorship Form

Event Sponsoring: _____

(Turkey Trot 5K, River Run 8K, River Roots & Ruts 10 Mile Trail Run. Please fill out a separate form for each event your business or organization intends to sponsor.)

Description of Donation Item(s) including quantity: _____

Estimate fair market value: _____

Name of Sponsor: _____

Print Name and Title: _____

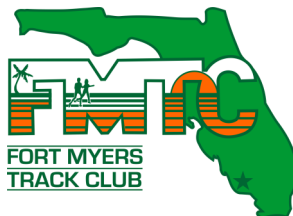
Address: _____

Phone: _____

Email: _____

FMTC Representative: _____

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DIGITAL MEDIA SPONSORSHIP

RESULT SPONSOR & FINISHER CERTIFICATE

Real-time results provide an interactive, searchable results site to view race leaderboards, search for athletes and access their splits, pace and finish times.

SPONSOR OPPORTUNITY:

Customized real-time results background to include sponsor.

SPONSOR BENEFITS:

The results interface averages 6-7 unique visits for every finishing athlete
Easy social share options mean 10-20% of finishers share on Facebook and Twitter

ATHLETE VIDEO SPONSOR

Athlete video allows spectators and athletes to watch 15 second finishing clips at various split points on the course

SPONSOR OPPORTUNITY:

Include a short pre-roll video or static ad that is played before each video viewed by athletes

SPONSOR BENEFITS:

The videos are played 6-8 times for every finishing athlete
The videos are easily shared on Facebook and Twitter for more engagement

DIGITAL PHOTOGRAPHY

SPONSOR OPPORTUNITY:

Digital photography packages watermarked or branded with sponsor logo.

SPONSOR BENEFITS:

Free or reduced cost photo download increases viewing and sharing
Photo views vary greatly on race distance but minimum engagements is 2-3 views per finishing athlete
In a six month period across galleries photo views exceed over 2 million with some races receiving over 300,000 views per gallery.

Title Sponsors would brand all media options.

