

FMTC Race Sponsorship Opportunities

The Fort Myers Track Club (FMTC) is a non-profit 501 (c)(3) organization that supports many other local charitable organizations with technical support and timing to produce high-quality races and that also directs and manages its own sponsored races. Through these partnerships and its own races, the FMTC actively participates to help raise nearly \$300,000 in funds each year that go to local charities. The FMTC races include the **Fort Myers Turkey Trot 5K**, **River Run 8K**, **Edison Festival of Light & River Roots & Ruts 10 Mile Trail Run** and we are currently seeking sponsorship partners for these specific races based on the following levels.*

Title Sponsor (\$5000 cash or in-kind): company name included in race title, full digital media (including email marketing)*, prominent company logo on race shirt, one advertising item in packet (to be provided by sponsor), tent or canopy set-up on race site race morning.

Platinum (\$2500 cash or in-kind): prominent company logo on race shirt, company branding on digital media (including email marketing)*, one advertising item in packet (to be provided by sponsor), tent or canopy set-up on race site race morning.

Gold (\$1000 cash or in-kind): company logo on race shirt, company branding on digital media (including email marketing)*, one advertising item in packet (to be provided by sponsor), 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 (to be provided by sponsor), tent or canopy set-up on race site race morning.

Bronze (\$250 cash or in-kind): one advertising item in packet (to be provided by sponsor).

ALL SPONSORS RECEIVE RECOGNITION THE RACE WEBSITE

Race Dates and Charities:

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

River Run 8K 12/3/2022 to benefit the City of Fort Myers S.T.A.R.S. (Success Through Academic and Recreational Support) program of Fort Myers.

Edison Festival of Light 5K & Junior Run 2/18/2023 to benefit the Edison Festival of Light, a non-profit 501(c) 3 tax-exempt organization that works with many other local non-profit and profit organizations to promote the arts, culture and history of Fort Myers and Southwest Florida. Through scheduled and sanctioned events, the Festival helps to promote and support local groups.

River Roots & Ruts 10 Mile Trail Run 3/5/2023 to benefit FMTC and its youth and scholarship fund, 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.

*If you are interested in sponsoring a race other than a FMTC race listed above, please contact us at fmtrackclub.info@gmail.com for race director information.

FMTC Sponsorship Form

Race Dates and Charities (check event):

- _____ **Turkey Trot** 11/24/2022 (2000-2500 participants)
_____ **River Run 8K** 12/3/2022 (400 participants)
_____ **Edison Festival of Light 5K & Junior Run** 2/18/2023 (700-900 participants)
_____ **River Roots & Ruts 10 Mile Trail Run** 3/5/2023 (350 max participants)

- _____ Title Sponsor (\$5000+)
_____ Platinum Sponsor (\$2500)
_____ Gold Sponsor (\$1000)
_____ Silver Sponsor (\$500)
_____ Bronze Sponsor (\$250)

Event Sponsoring: _____

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

Name of Sponsor: _____

Print Name and Title: _____

Address: _____

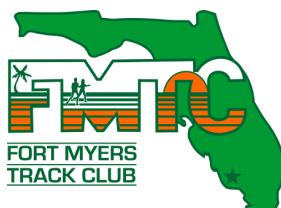
Phone: _____

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 \$300,000 in funds each year that go to local charities.



FMTC In-Kind Sponsorship Form

Event Sponsoring: _____

(Turkey Trot 5K, River Run 8K, Edison Festival of Light 5K, 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: _____

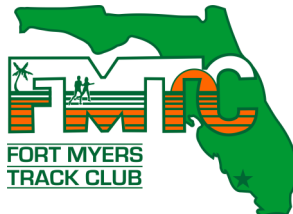
Address: _____

Phone: _____

Email: _____

FMTC Representative: _____

For details, 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.



WHAT YOU CAN RECEIVE FOR SPONSORSHIP

RESULT SPONSOR & FINISHER CERTIFICATE

SPONSOR OPPORTUNITY:

Customized results notification to include company's name or logo.

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

DIGITAL PHOTOGRAPHY

SPONSOR OPPORTUNITY:

Digital photography packages watermarked or branded with company's logo.

SPONSOR BENEFITS:

Free cost photos 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.

EMAIL MARKETING

SPONSOR OPPORTUNITY:

Branding in email campaigns marketing the event and/or individual sponsor specific email(s) as part of the pre-race marketing and post race results.

SPONSOR BENEFITS:

The Fort Myers Track Club's proprietary database that reaches 10,000 unique contacts to help promote your company or product.

RACE PACKET ADVERTISING

SPONSOR OPPORTUNITY:

Race packet includes sponsor branded advertising items (provided by sponsor) such business card, pens, koozies, magnets, standard post card size advertisement, branded reusable water bottles, etc.

SPONSOR BENEFIT:

Engage participants by offering discount cards, services or other reusable items provided, giving sponsors potential revenue advertising exposure beyond pre-race and post-race marketing campaigns.

SEE PAGE 1 FOR EACH SPONSOR LEVEL OFFERS

