



THE  
**GREAT BENICIA RUN**  
**SPONSORSHIPS**

**Capitol Sponsor (an ode to the state capitol) \$10,000**

**\*Title Sponsor**

- Logo on: t-shirt (largest, top tier placement), website, finish line tape, event banners (large), course t-signs, event fliers, monthly newsletter
- Specialized social media recognition
- Business spotlights in Benicia Magazine & event newsletters
- Optional: Marketing material in racer bags (provided by sponsor)
- Booth at race expo event
- Shoutouts on race day
- 25 race entries

**Optional Component**

- Representative to announce start of each race

**Fortress Sponsor (an ode to the clock tower fortress) \$5,000**

- Logo on: t-shirt (mid-size, second tier placement), website, event banners (mid-size), course t-signs, monthly newsletter
- Specialized social media recognition
- Business spotlight in Benicia Magazine & event newsletters
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- Booth at race expo event
- 15 race entries

**Commandant Sponsor (an ode to the commanding officer's quarters) \$2,500**

- Logo on: t-shirt, website, event banners, course t-signs, monthly newsletter
- Social media recognition
- Business spotlight in 1 newsletter
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- Booth at race expo event
- 10 race entries

**Conductor Sponsor (an ode to the Southern Pacific Railway) \$1,000**

- Logo on: t-shirt, website, event banners, monthly newsletter
- Social media recognition
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- Free booth at race expo event
- 5 race entries



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## Shipyard Sponsor (an ode to the historic Matthew Turner Shipyard) \$500

- Logo on: t-shirt, website, event banners, monthly newsletter
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- 2 race entries

## Camel Sponsor (an ode to the Benicia camel races and camel barns) \$250

- Logo on: t-shirt, website, event banners
- Optional: Marketing material in racer bags (provided by sponsor)
- Shoutouts on race day
- 2 race entries

## Personalized Sponsorships

### **Aide Station Sponsor \$300 (3 available)**

Dec out an aide station with your businesses branded promo and cheer on racers with your crew!

- Logo on: T-shirt, website, event banners, aide station t-signs
- Responsible for bringing any branded promo (pop up tent, signage, etc.)

### **Check In Sponsor \$300 (1 available)**

Dec out the racer check in with your businesses branded promo and welcome racers with your crew!

- Logo on: T-shirt, website, event banners
- Responsible for bringing any branded promo (pop up tent, signage, etc.)

### **Swag Sponsorship \$400**

Available items: Racer bags, cow bells, sweat towels, stickers

- Logo on 300 of selected product
- Logo on: T-shirt, website, event banners

Interested in sponsorship? Email  
[greatbeniciarun@gmail.com](mailto:greatbeniciarun@gmail.com)