

26.2 RACE THE LAKE

13.1 

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ClarkSportsCenter

June 8, 2019

Sponsorship Proposal

SPONSORSHIP OPPORTUNITIES

Mission

It is the primary mission of The Clark Sports Center to take an active role in the health, fitness, recreational and educational life of the Village of Cooperstown and its surrounding area. Specific objectives include safe, high quality youth, adult, and family programming as well as outreach programs aimed at addressing the needs of the underserved local populations.

Vision

It is the vision of The Clark Sports Center to provide exceptional opportunities for those we serve to experience a lifetime of fitness and fun through education and recreation.

Method

In 2014, The Clark Sports Center developed and organized Race the Lake, Otsego County's first and only marathon. The USA Track & Field (USATF) measured and certified a full (26.2 mile) and a half (13.1 mile) course; enabling racers to submit their finish time to qualify for other marathons where a maximum time is required in order to compete, such as the Boston and New York City marathons.

In 2014, over 160 racers competed on either course which looped around scenic Otsego Lake. On Saturday, June 13, 2015, 340 racers completed the full or half marathon. The runners were routed past the National Baseball Hall of Fame and Museum, the grand Otesaga Hotel, the bucolic Farmers' Museum and stately Fenimore Art Museum in Cooperstown, NY plus historic Hyde Hall and Glimmerglass State Park and other sites outside the Village.

Over 40 volunteers from Cooperstown and its environs staffed the 18 water and aid stations along the route, directed traffic, guided runners and supported the race in other ways. The Mayor of Cooperstown helped at a road crossing while several employees from the Otesaga Hotel, Hyde Hall and other local businesses handed out water and provided encouragement. One cheering section included a one-man band. For many of these individuals, Race the Lake was their first marathon experience. Most signed up immediately after the race ended to help in 2018.

Registration for the 2019 Race the Lake opened on July 4, 2018. **New to the 2018 race was the addition of a 5k race for individuals, with an opportunity to team up with marathon runners as well.** Many runners have signed up; some using ITS YOUR RACE, an app where one can find all there is to know about the event. We estimate over 300 entrants in 2019 – an increase of over 50% from 2014. The demographics of the runners is as follows: CA, CO, CT, FL, IL, MA, ND, NH, NJ, NY, NM, OH, OR, PA, SC, TX, VA, VT, Washington D.C., Ontario, Canada, France, South Africa, and the Dominican Republic.

Sponsors

Sponsorship is a strategic marketing strategy that builds brand awareness, provides access to niche and target markets and creates goodwill. Race the Lake currently offers many opportunities for its sponsors to receive financial and marketing value. With the capability to become a destination marathon in the near future, the potential visibility and media coverage of Race the Lake is growing. Radio, television, digital billboard, and print ads start appearing in March 2019. Last year's race generated numerous posts on all the major social media sites.

Race the Lake benefited from many sponsors who provided financial and in-kind support. Businesses that sponsored last year's marathon include Otsego County Government, New York Central Mutual, Price Chopper Supermarkets, Farm Credit East, Cooperstown Brewing Co., Red Shed Brewery, Bank of Cooperstown, Leatherstocking Region Federal Credit Union, Stagecoach Coffee House, Servomation Refreshments, Inc., The American Hotel, Upstate Bar & Grill, Three Hour Farm, Stocking Stalls & Septic Tank, Chobani, GU Energy, Honey Stingers, Road ID, Dick's Sporting Goods, and Maple Hill Farm.

The following page outlines the Sponsorship levels for 2019. Please consider joining us as a sponsor and supporter of Race the Lake. In a few weeks I will contact you to answer any questions you may have and to discuss how we can bring attention to your business.

Thank you,
Doug McCoy

Director of Special Events
The Clark Sports Center
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June 8, 2019

RACE THE LAKE

TITLE SPONSORSHIP

\$2,500.00

- Listed as "Presenting Sponsor" on event website and all promotional materials.
- Sponsor Logo most prominent on finisher T-shirt. (Qty. 250)
- Sponsor Logo and link located at top on sponsor page of event website.
- Sponsor prominently acknowledged in all marathon publications.
- Sponsor's logo on race app through www.itsyourrace.com.
- Prioritized and frequent acknowledgement at the Awards Presentation.
- Electronic billboard ad acknowledgment.
- Two weeks of radio advertisement for the race as Title Sponsor.
- Two water/aid stations designated for your sponsorship.
- Two race registrations to be given out as you choose.
- Two 90-day Clark Sports Center adult memberships to be given out as you choose.

26.2 SPONSORSHIP LEVEL

\$1,000.00

- Business name on all race shirts. (Qty. 250)
- One water/aid station with you as sponsor.
- Named as sponsor on all posters. (Qty. 100)
- One lead van with Logo.
- One 90-day Clark Sports Center adult membership to be given out as you choose.
- Posters at finish line with your logo. (Qty. 8)
- Two race registrations to be given out as you choose.

13.1 SPONSORSHIP LEVEL

\$500.00

- Business name on all race shirts. (Qty. 250)
- One water/aid station with you as sponsor.
- Named as sponsor on all posters. (Qty. 100)
- One follow van with Logo.
- Posters at finish line with your logo. (Qty. 8)
- Two race registrations to be given out as you choose.

6.2 SPONSORSHIP LEVEL

\$250.00

- Business name on all race shirts. (Qty. 250)
- One water/aid station with you as sponsor.
- Named as sponsor on all posters. (Qty. 100)
- Posters at finish line with your logo. (Qty. 8)
- One race registrations to be given out as you choose.

IN KIND SPONSORSHIP LEVEL

Food and Materials

- Business name on all race shirts. (Qty. 250)
- One water/aid station with you as sponsor.
- Named as sponsor on all posters. (Qty. 100)
- Posters at finish line with your name. (Qty. 8)



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