



RACE THE LAKE

America's Marathon



June 6, 2020

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.

Beginning in 2018 a 5k race was added 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 2020 – an increase of over 50% from 2014. This race has brought in 1800 racers from 24 states and 4 countries.

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 2020. 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, Bank of Cooperstown, The Daily Star, New York Central Mutual, Farm Credit East, Miosek Law, Leatherstocking Credit Union, Mirabito Fuel Group, Upstate Bar & Grill, The National Baseball Hall of Fame & Museum, Fenimore Art Museum, The Farmer's Museum, Cooperstown Brewing Company, Brewery Ommegang, GU Energy, Honey Stingers, Cooperstown Fire Department and EMS, Springfield Fire Department and EMS, Glimmerglass State Park, Hyde Hall, Maple Hill Farm, Mohican Farms/OCCA, Stewart's Shops, The Jive Cafe, Clif Bar, The American Hotel, Chobani, Stagecoach Coffee House, and Stocking Stalls & Septic Tank.

The following page outlines the Sponsorship levels for 2020. 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

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The Clark Sports Center
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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)

New this year!

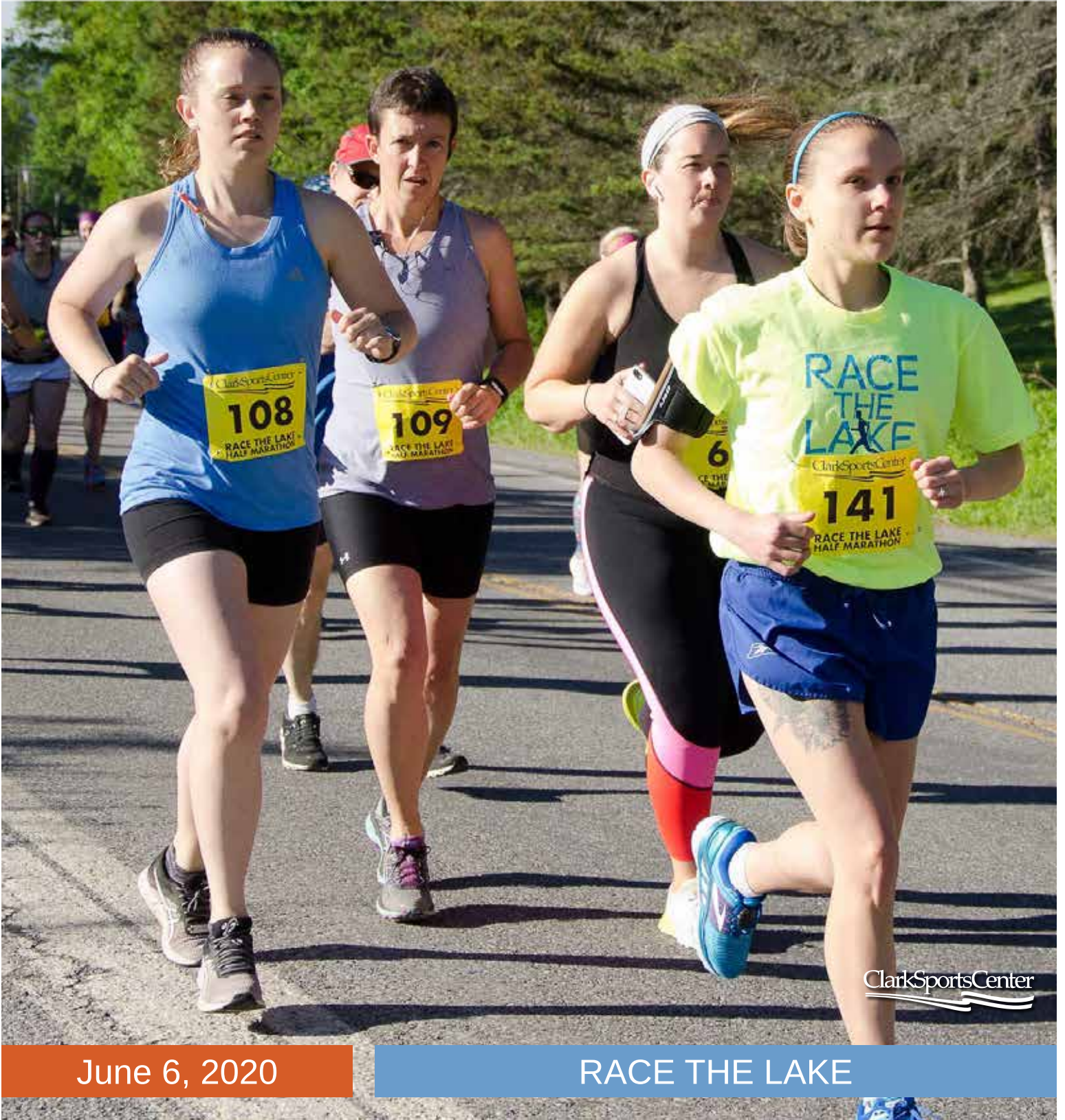
FINISH LINE PHOTO BUYOUT

\$750.00

- Logo on all finish line photos - Every racer will receive finish line photos from itsyourrace.com which they are able to share on social media. Just one photo shared gives your company the potential of reaching thousands of people.



A portion of this year's proceeds will go to America's VetDogs.
For more information, visit www.vetdogs.org.



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