



**M23.1K Run & M231 4-Miler  
Ottawa County, MI  
October 21, 2017**

**M23.1K Run Sponsorship Opportunities**

Please check the tier you'd like to reserve:

	Platinum (Limit 1) \$5,000	Diamond (Limit 1) \$3,500	Gold \$2,500 -----Open to multiple organizations-----	Silver \$1,500	Bronze \$500	Mile Marker \$100
Main Event Naming Rights. The M23.1k Run presented by YOUR BUSINESS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naming Rights to the 4 Mile event. The M231 4-Miler presented by YOUR BUSINESS		<input type="checkbox"/>				
Name/Logo prominently displayed on all pre and post event electronic communication (approximately 15 messages) to runners & volunteers	Logo at Page Header	Large Logo	Medium Logo	Small Logo	Name in text	
Name/Logo prominently displayed on event registration website at RunSignUp	Logo at Page Header	Large Logo	Medium Logo	Small Logo	Name in text	
Name/Logo prominently displayed on event website at miOttawa.org	Large Logo	Large Logo	Medium Logo	Small Logo	Name in text	
Name/Logo prominently displayed on all pre and post event printed communications and promotional materials	Large Logo	Large Logo	Medium Logo	Small Logo	Name in text	
Name prominently displayed on front of event quarterzip tech shirts	<input type="checkbox"/>					
Name prominently displayed on reverse of event quarterzip tech shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Name/Logo prominently displayed on start banner	<input type="checkbox"/>					
Name/Logo prominently displayed on finish banner	<input type="checkbox"/>					
Name/Logo prominently displayed at aid stations	<input type="checkbox"/>	4 Miler Only				
Name/Logo prominently displayed on runner bibs	<input type="checkbox"/>					
Name/Logo prominently displayed on runner medal ribbons (if committed by June 15)	<input type="checkbox"/>					
Mentions/tags/posts on Ottawa County social media channels (Twitter, Facebook and Instagram)	5	4	3	2	1	
Name/Logo prominently displayed on volunteer swag	Large Logo					
Opportunity to include promotional items at packet-pick up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Opportunity to have a table at packet-pick up and post race party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Recognition at start of event	<input type="checkbox"/>	<input type="checkbox"/>				
Recognition in all event press releases	<input type="checkbox"/>	<input type="checkbox"/>				
Recognition during awards ceremony	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Complementary race entries (Coupon valid until September 1)	5	4	3	2	1	0
This mile sponsored by YOUR BUSINESS sign posted on course						Name in text

All profits from the race support Ottawa County's non-motorized trails (aka paved bike trails).  
Donations to Ottawa County are tax-deductible (tax ID# 38-6004883)

\$			
<b>^ In Kind Donation Value (open to multiple organizations)</b>		<b>^ Description of In Kind Donation</b>	
(See below for in kind donation suggestions. In Kind Donors will receive sponsorship benefits equal to the value of the in kind donation.)			
<b>^ Company/Organization</b>			
<b>^ Contact Name</b>		<b>^ Email</b>	<b>^ Phone</b>
<b>^ Address</b>		<b>^ City</b>	<b>^ State</b> <b>^ Zip</b>
			\$
<b>^ Signature</b>		<b>^ Date</b>	<b>^ Amount &amp; Check Enclosed</b>

(made payable to Ottawa County)

**Please email a high resolution logo to:** [sfelgner@miottawa.org](mailto:sfelgner@miottawa.org)

**Return form and check to:**

Ottawa County Administrator's Office, Attn: Stephanie Roelofs  
12220 Fillmore St., West Olive, MI 49460

**For questions please contact:**

Stephanie Roelofs - 616-994-4584 or [sroelofs@miottawa.org](mailto:sroelofs@miottawa.org)  
Shannon Felgner - 616-738-4672 or [sfelgner@miottawa.org](mailto:sfelgner@miottawa.org)

Sponsorship opportunities will be reserved on a first-come, first-served basis for the platinum and diamond tiers

**In Kind Donation Suggestions:**

- Water
- Sports drink
- Gu
- Paper cups (for water and sports drinks)
- Bagels
- Oranges
- Bananas
- Cone/Barricade rental/delivery/set-up/tear down/return
- Granola Bars/Protien Bars

- Table rental
- Tent Rental
- Chair Rental
- 5 gallon beverage cooler/dispensers
- First Aid Kits
- Trash bins/boxes/cans
- Photography
- Ice
- Embroidery/Sublimation