



## **Cypress Hills Adventure Running Society**

### **SPONSORSHIP PACKAGE**

We cordially invite you to participate as a Sponsor for our second annual Hidden Oasis 100 mile ultramarathon to be held June 9 - 11, 2023. This event will be held in the beautiful Cypress Hills Interprovincial Park. Our mission statement is to promote this amazing anomaly in our prairies while encouraging healthy lifestyle choices and community spirit.

Your sponsorship helps defray the cost of organizing the event and invites you to become involved in the event itself. We are limiting our second annual run to 100 solo runners and 50 teams. When considering support crew and volunteers, this would likely mean upwards of 800 – 1000 people over the duration of the weekend.

There are several options for sponsorship. The most common is direct funding which is valuable to offset costs. Other more involved options include sponsoring a transition station. There are 5 transition stations as well as the finish option. These locations provide respite for the runners. Liquids, food, timing, encouragement form the basics. You can promote your business at the same time, wear company swag, provide music...be creative. If this interests you, we will provide details.

Another option is to sponsor a leg of the race. There are 6 legs in total ranging from 20 to 32 km...Again, your business can be highlighted, add music, encouragement, spirit...the only limit is your imagination.

Sponsoring in kind is also highly appreciated. We need starting and finish banners as well as directional signs. Tents, generators, tables, chairs, sound system, prizes, awards, drinks, snacks, coffee, first aid, lighting, swag(1), Race Expo(2), posters and water are some of the items we need to host this event. Products and or services provided for the event at no cost or discounted cost for the purposes of event operation will be valued at retail cost to determine the level of sponsorship. This EXCLUDES DOOR PRIZES or RACE PACKET INSERTS. Whichever option you choose, there are several levels of sponsorship available for the Hidden Oasis 100.

Finally, Podium prizes are highly valued by both organizers and participants alike.

## **BRONZE SPONSOR**

**\$100 - \$499**

(cash, product, leg or transition station)

As a Bronze Sponsor, you will receive the following:

- Recognition as Sponsor of the Event
- Recognition on all Participant and Volunteer T-Shirts (anticipated 500)
- Opportunity to have your company banner/signage at event
- Recognition on Run Website (HiddenOasis100.com)

As a Bronze Sponsor, the company will be permitted to promote themselves as a Bronze Sponsor of Cypress Hills Running Society Hidden Oasis 100, in all forms of sponsors' own advertising and communications until 31/12/22.

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## **SILVER SPONSOR**

**\$500 - \$1999**

(cash, product, leg or transition station)

As a Silver Sponsor, you will receive the Bronze Sponsor Package with the following upgrades:

- Recognition on all media advertising
  - Recognition on all Event Posters (minimum circulation 100)
  - Option to set up booth / tent at the race venue
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## **GOLD SPONSOR**

**\$1,999 - \$3,999**

(cash, product, leg or transition station)

As a Gold Sponsor, you will receive the Silver Sponsor Package with the following upgrades:

- Recognition on all promotions, commercials, advertisements
  - Recognition on Front page of event Brochure (minimum circulation 500)
  - Sponsor will receive event swag bag.
  - Opportunity to be part of pre and post event Agenda
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# PLATINUM SPONSOR \$4,000 +

In addition to the Gold Sponsor package, the Platinum Sponsor will be included in the name of the run and logo will be incorporated into our Hidden Oasis 100 logo. For example: The Hidden Oasis 100 mile Ultramarathon presented by **YOUR COMPANY**.

1. SWAG – Race packets inserts (minimum 700)

Any promotional items (examples below) for all participants and volunteers. It is common for volunteers to have something unique in their packet (Sinister 7 has a pound of coffee and special labeled water bottles and t shirt for all their volunteers (300)). If you are unable to provide these numbers, we could use them for just runners, or volunteers, or gender based. (400 runners / 300 volunteers)

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|-----------------|--------------|------------|----------------|-------------|
| Product Samples | Pamphlets    | Post Cards | Business Cards | Magazines   |
| Discount Cards  | Pens/Pencils | Note Pads  | Calendars      | Stickers    |
| Coupons         | Tattoos      | Magnets    | Key Chains     | Wrist Bands |
| Tickets         | Posters      | Pins       | Flyers         |             |

2. Race EXPO – a showcase of local businesses and event related products/services for attendees to shop at. Race Expo sponsors set up tables and or booths/tents in a designated area at Elk Water Provincial Park. There is no cost associated with setting up a display, however tables tents, chairs and other display materials are NOT provided. Spots will be assigned and marked with a small sign on Friday morning of event, so sponsors know where to set up. Since there is no fee associated with being part of the Race Expo, Expo Sponsors are encouraged to donate a door prize.

# CYPRESS HILLS ADVENTURE RUNNING SOCIETY SPONSORSHIP CONTRACT YEAR \_\_\_\_\_

It is with great pleasure that we present this proposal to you as the basis of agreement between \_\_\_\_\_

and Cypress Hills Adventure Running Society for the 20\_\_ Run season.

Please select the level of sponsorship your company wishes to be a part of:

- BRONZE Sponsor (\$100 – 499)
- SILVER Sponsor (\$500 – 1999)
- GOLD Sponsor (\$2000 – 3999)
- PLATINUM Sponsor (\$4000 +)
- OTHER \_\_\_\_\_

Donations can be made in cash or product. Please list the type of donation your company will be making.

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In return, the Cypress Hills Adventure Running Society will provide advertising of the company, as outlined in the sponsorship package.

Additional Comments:

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\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
DATE

\_\_\_\_\_  
CHARS Representative

\_\_\_\_\_  
DATE