



# EVENT SPONSORSHIP PROPOSAL



# MAKE A DIFFERENCE

... and have *fun* doing it.

## IT'S A WIN-WIN.

Sponsoring a Community Services Consortium event provides you the unique opportunity to connect with the community, to build brand awareness, and show your company's support of an important cause: ending poverty!

Each event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to "wow" clients, vendors and employees. Feel good about supporting our local community action agency. Helping people, changing lives.

## WE'LL FIND THE RIGHT FIT.

Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of hundreds of health-oriented individuals? Want to show your employees and investors your dedication to our community?

Consider a sponsorship at the **BARREL TO KEG RELAY TO END POVERTY.**

More in the mood for a one-of-a-kind opportunity to make a big impression? If you want to be part of the fun, an exchange point sponsorship is right for you.

Promote your business at a very visible exchange point on the relay course!

Mascots or other costumes are welcome, fun theme decorations, swag with your logo, product samples, whistles, pens, buttons, pins, beach balls, balloons - whatever you want to promote your business!

Get your name in front of local runners and walkers, reward your employees and show your clients how cool you really are.

Associate your name with health and fitness while supporting our local community action agency and helping people thrive.



# BARREL TO KEG RELAY TO END POVERTY

An epic relay through the backcountry of Oregon's Coast Range, the **BARREL TO KEG RELAY TO END POVERTY** is CSC's largest fundraising event.

## ABOUT THE EVENT

Each year, more than 600 runners and walkers, as well as their friends and families, converge upon the starting line at Philomath's Harris Bridge Vineyards. The relay race ends with a rousing Finish Line Party at Rogue Ales Brewery, set against the breathtaking backdrop of Newport's Yaquina Bay.

Many athletes are local to Linn, Benton, and Lincoln counties, but nearly 150 of them come from Portland, Salem, and outside the state and country.

These runners and their families spend the weekend in the area, spending money for lodging, food, and shopping at local stores. Last year, the lead for a team from Canada said, "We travel often for races, and always make sure to patronize sponsor businesses. They make these races possible."

# BARREL TO KEG RELAY TO END POVERTY

We offer five cash sponsorship levels to fit your marketing budget: Bronze (\$250), Silver (\$500), Gold (\$1000), Platinum (\$5000) and Presenting (\$10,000). The higher the sponsorship level, the more benefits to your business.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor ..... \$10,000

### Benefits:

- Company name announced throughout the event and during the awards ceremony
- Company logo printed on back of race shirts, located above all of the other sponsors in largest size
- Sponsor product samples and/or promotional items included in the race / participant bags (800-1000)
- Presenting Sponsor Table at the Finish Line party (promotional items, business advertising, and opportunity for outrageous fun!)
- Reserved Presenting Sponsor parking space at start and finish areas
- Personalized benefits to be negotiated for the presenting sponsor

### Unique Benefits:

- The Event Title: “Barrel to Keg Relay, presented by “Your Company Name” in all advertisements and marketing materials. (radio, newspapers, online media, posters, banners, etc.)
- Company Banner – primary positioning at the Start and Finish line areas
- Company logo signs at all exchange points on the 70-mile course
- Two free 7-person team registrations
- Company logo in top position (largest size) on race website, Facebook page and marketing materials, with link to sponsor’s website; Facebook mentions twice weekly
- Highlight news article on your business in newsletter, blog, Spotlight section of CSC website, and press release to news media partners in three-county area



Platinum Sponsor..... \$5,000

**Benefits:**

- Company Banner at the Start and Finish line areas
- Company name announced during the awards ceremony
- Company logo printed on back of race shirts, below presenting sponsors and above all other sponsors in larger font
- Company logo on race website and Facebook page, with links to sponsor's website; Facebook mentions
- Sponsor product samples and/or promotional items included in the race / participant bags (800-1000)
- Platinum Sponsor Table at the Finish Line party (promotional items, business advertising, and opportunity for outrageous fun!)
- Reserved Platinum Sponsor parking space at finish areas

**Unique Benefits:**

- Company logo signs on 8 exchange points on the 70-mile course
- Free 7-person team registrations
- Paid regional advertising

Gold Sponsor ..... \$2,500

**Benefits:**

- Company banner at Finish Line area
- Company logo signs at 3 exchange points
- Company logo on website with link to sponsor's website, Facebook mentions
- Company name announced during awards ceremony
- Company logo on the back of the race shirts, above silver and bronze sponsors
- Company logo on race marketing materials
- Sponsor product samples and promotional items included in the race participant bags (800-1000)
- Sponsor Table at the Finish Line Party (promotional items, business advertising, and opportunity for outrageous fun!)



# BARREL TO KEG RELAY TO END POVERTY



**Silver Sponsor..... \$1,000**

**Benefits:**

- Company logo signs at one exchange point
- Company logo on website and Facebook mentions
- Company name announced during awards ceremony
- Company logo on the back of the race shirts, above bronze sponsors
- Sponsor product samples and promotional items included in the race participant bags (800-1000)
- 5 Sponsor Logo Table Tents on participant tables at Finish Line Party

**Bronze Sponsor ..... \$500**

**Benefits:**

- Company logo on website and Facebook mentions
- Company name announced during awards ceremony
- Company logo on the back of the race shirts
- Sponsor product samples and promotional items included in the race participant bags (800-1000)
- 2 Sponsor Logo Table Tents on participant tables at Finish Line Party

**Exchange Point Sponsor..... Variable**

Have fun with promoting your business at a very visible exchange point on the relay course! Mascots or other costumes welcome, fun theme decorations, swag with your logo, product samples, beach balls, balloons or whatever you'd like to promote your business. We ask that you provide cups of water for the race participants, a trash can or bags, and to leave the land as you found it. Contact [dteem@communityservices.us](mailto:dteem@communityservices.us) for more details.

*In-kind sponsorship is also a great option. You receive the same benefits as a cash sponsorship up to the value of your donation. We can use things like shirts, food, bottled water, printing, advertising, and runner goodie bag items. Items we can give as prizes, including gift baskets or certificates for services or merchandise, are also appreciated.*

# MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by an event sponsorship.\*

*\*Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to CSC at [sschmidt@communityservices.us](mailto:sschmidt@communityservices.us) with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.*

<b>BARREL TO KEG RELAY TO END POVERTY</b>	
<b>E-mails</b>	At least 4 (list size approximately 9,000 subscribers)
<b>Print Advertising</b>	Corvallis Gazette-Times Albany Democrat-Herald Newport News-Times The News Guard
<b>Social Media</b>	Facebook, blog
<b>Posters</b>	150 distributed locally
<b>Postcards</b>	5,000
<b>Event Signage</b>	Banners, Exchange Point logos, Finish Line Party signage



# SPONSORSHIP FORM

Please fill out this form to confirm your chosen sponsorship package. Completed forms can be returned to Dee Teem, Community Relations and Development Director, at [dteem@communityservices.us](mailto:dteem@communityservices.us) or by fax at 541-265-8507. Please contact us with any questions.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact E-mail Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## THANK YOU FOR SUPPORTING COMMUNITY SERVICES CONSORTIUM AND HELPING TO END POVERTY!

Once we receive your completed sponsorship form, CSC staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

## SPONSORSHIP PACKAGES:

### BARREL TO KEG RELAY TO END POVERTY

\_\_\_\_\_ \$10,000 Presenting Sponsor

\_\_\_\_\_ \$5,000 Platinum Sponsor

\_\_\_\_\_ \$2,500 Gold Sponsor

\_\_\_\_\_ \$1,000 Silver Sponsor

\_\_\_\_\_ \$500 Bronze Sponsor

\_\_\_\_\_ \$\_\_\_\_\_ Other (please specify):

\_\_\_\_\_

## PAYMENT INFORMATION:

\_\_\_\_\_ Please send me an invoice

\_\_\_\_\_ I have enclosed a check made payable to  
Community Services Consortium



Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [sschmidt@communityservices.us](mailto:sschmidt@communityservices.us). All materials will be sent for your approval before going to print.

\$ \_\_\_\_\_  
Total Sponsorship Cost

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date