



SPONSORSHIP INFORMATION & ENROLLMENT

On October 7, 2017, the annual Adirondack Health Lake Placid Classic Half Marathon and 10K will run for the 47th year. The event continues to grow in both participation and popularity, continuing the event as a fall tradition in Lake Placid. The Classic maintains the mission of supporting our local youth, businesses and the health of our community. The majority of the proceeds are donated directly back to local youth organizations and community efforts that focus on supporting healthy lifestyles.

The Lake Placid Classic committee is seeking sponsorship support to ensure that the race is successful and exciting for both the runners and their families, while maintaining a sharp focus on increasing annual participation and raising funds for local causes. Last year, our 2016 race registrations increased by another 11% and we anticipate continued growth and enthusiasm in 2017 with a goal of over 500 participants! We currently have a direct connection to over 1,400 people through our email list and an active presence in social media. In addition, our website displays highly in Google search results and has experienced increased traffic, offering our sponsors yet another way to market themselves.

Some facts about the 2016 event:

- 11% more registrants in 2016 than in 2015, with a total of 410 participants
- \$8,500 donation made to the Lake Placid/Wilmington Connecting Youth and Communities (CYC). CYC supports many local youth clubs and organizations who generously volunteer their time at aid stations, and around the course.
- Over 50 local youth volunteers helping throughout the entire race, most of whom were local students earning community service hours.
- Continued community support, with multiple businesses becoming involved to support the event.

As we continue to experience repeated annual growth in this event of 10% or more each year, we strengthen our ability to make a difference in our community. ***The Lake Placid Classic is a community event in its truest sense, and our sponsors are an essential part of our success.*** This race does not happen without the support of our local businesses and community!

Attached, you will find an informational sheet outlining the different levels of sponsorships available to you, as well as a sponsorship enrollment form. We sincerely thank you for your consideration. Your generosity and support is greatly appreciated and is vital to the success of this year's Lake Placid Classic! We look forward to working with you, and are dedicated to helping to maximize the sponsorship dollars you contribute.

As you are considering your level of sponsorship, please check out our website, www.LakePlacidClassic.com. We think it will represent your business very well.

Sponsorship enrollment takes just a few minutes using the attached form, and can be returned to:

Lake Placid Classic
PO Box 1877
Lake Placid, NY 12946

Sincerely,

The Lake Placid Classic Race Committee

Title Sponsor: \$2,500.00

- Monthly recurring promotional mentions (including web address) on social media (Facebook & Twitter) highlighting your business or organization, specials, deals, products and/or services beginning with the month you register (Sponsor provides information).
- Opportunity to run one (1) Facebook message in a post to our Lake Placid Classic audience with an item or service of your choice. (Sponsor provides product or service, text and links for post, and the Lake Placid Classic must approve content).
- One (1) special inclusion in an email blast to over 1,400 “*Run Fast*” subscribers advertising a special from your business to the Lake Placid Classic participants. (Sponsor provides product or service).
- Business / Organization logo and link in top, premier location on the LakePlacidClassic.com website and in sidebar of secondary web pages.
- Inclusion of your business/organization logo on our “save the date” cards distributed throughout Lake Placid during high volume athletic events (ie: Lake Placid Marathon and Half (June), Ironman (July), etc.) (Time sensitive due to timing of printings). Over 2,500 were distributed for the 2016 race.
- Three (3) custom made “Thanks for your support!” signs on race course, including your business name and logo. (Sponsor provides logo)
- ● Business promotional material included in racer’s registration bags during Lake Placid Classic race weekend (Sponsor provides product -1 item).
- Promotional table at start and finish areas (Sponsor provides table, staff and materials).
- Premium size (+50%) and placement of your business / organization logo on the runners and volunteer shirts.
- ● Initial mention and link to your business website from our social media platforms, Facebook and Twitter regarding race sponsorship and support when you first register as a sponsor.
- Fly your business banner at the race start and finish areas (sponsor to provide banner no later than 3 days before race day).
- Three (3) 2017 race entries.
- ● Logo recognition in race packets and on the Lake Placid Classic web site in our sponsor section, with link to your business or organization.
- Your business / organization logo and active link to your website continuously included in our “*Run Fast*” email blasts. (Monthly, begins in March)
- Race day DJ recognition and Thank You at the start and finish line.

Gold Sponsor: \$1,000.00

- Three (3) mentions (including link) on social media (Facebook & Twitter) highlighting your business or organization, specials, deals, products and/or services. (Begins in March, sponsor provides information).
- Opportunity to run one (1) Facebook promotion to our Lake Placid Classic audience with an item or service of your choice. (Sponsor provides product or service).
- Business promotional material included in racer's registration bags during Lake Placid Classic race weekend (Sponsor provides product- 1 item).
- Promotional table at start and finish areas (Sponsor provides table, staff and materials).
- Premium size (+33%) and placement of your business / organization logo on the runners and volunteer shirts
- Two (2) custom-made "Thanks for your support!" signs on race course, including your logo.
- ➔ ● Initial one time mention and link to your business website from our social media platforms, Facebook and Twitter regarding race sponsorship and support.
- Fly your business banner at the race start and finish areas (sponsor to provide banner no later than 3 days before race day).
- Two (2) 2017 race entries.
- ➔ ● Logo recognition in race packets (print and download) and on the Lake Placid Classic web site in our sponsor section, with link to your business or organization.
- Your business / organization logo and active link to your website continuously included in our monthly "Run Fast" email blasts. (Monthly, begins in March).
- Race day DJ recognition and Thank You at the start and finish line.
- Name on a mile marker.

Silver Sponsor: \$500.00

- Initial one time mention and link to your business website from our social media platforms, (Facebook and Twitter) regarding race sponsorship and support.
- Fly your business banner at the race start and finish (sponsor to provide banner no later than 3 days before race day).
- Your business / organization logo on the runners and volunteer shirts.
- One (1) 2017 race entry.
- ➔ ● Logo recognition in race packets (print and download) and on the Lake Placid Classic web site in our sponsor section, with link to your business or organization.
- Your business / organization continuously included in our "Run Fast" email blasts. (Monthly, begins in March)
- Race day DJ recognition and Thank You at the start and finish line.
- Name on a mile marker.

Bronze Sponsorship: \$250.00

- Logo recognition in race packets (print and download) and on the Lake Placid Classic web site in our sponsor section, linked to your business or organization.
- Your business / organization logo continuously included in our *"Run Fast"* email blasts. (Monthly, begins in March)
- Race day DJ recognition and Thank You at the start and finish line.
- Name on a mile marker.



2017 Sponsorship Enrollment Form

when completed – please print and sign

business / organization name:

phone number:

type of business/organization

business/organization website

street address

city

state

zip code

Sponsor Contact information

first name

last name

phone number

email address

street address

city

state

zip code

Please check your desired sponsorship level

Title - \$2500 Gold - \$1000 Silver- \$500 Bronze - \$250

Signature/responsible party _____

Date _____