



Lake Placid Classic

LakePlacidClassic.com

2026 SPONSORSHIP

The Lake Placid Classic committee is seeking sponsorship to support the Lake Placid Classic Half Marathon, 10k and 5k. On October 10, 2026, the race will celebrate 55 years running. We are passionate about this race because it is a 100% not for profit event supporting local youth and wellness programming in the community.

The Lake Placid Classic is a premier running event that takes place in the picturesque Adirondack Mountains. We pride ourselves in being a community oriented, grass roots event that is loved by hundreds who travel near and far to attend the event. Last year registrations hit a record high and we anticipate to exceed those numbers this year! We are grateful to our sponsors who help make this race possible.

- \$26,000 was donated to local youth and community wellness scholarships in 2025 and we hope to exceed that number this year!

Our Mission is to foster a healthy community and our sponsors help make that happen.

Below are the different levels of sponsorship to choose from. We also love to have any sponsor who is interested be a vendor on race day (if applicable to the business). If this interests you, please let us know.

Return the sponsor application with check to the address below. Additionally email twagner@adirondackhealth.org company logo in PNG with your application.

**Adirondack Health Medical Fitness
Attn: Front Desk/Jared Steenberge
203 Old Military Road
Lake Placid, NY 12946**

Sincerely,
The Lake Placid Classic

Title Sponsor (\$2,500 - \$5,000)

- Business will be highlighted in these ways:
 - Email marketing
 - Website(s)
 - Social Media
 - Race Shirts
 - Race packets (if your company has materials to add)
- Continuous recognition of title sponsors on all social platforms and website(s).
- Title sponsors will be promoted on large banners at the race venue.
- Title sponsors will have the opportunity to have promotional brochures at information tent. The business is responsible for providing this.
- Monthly recognition on social platforms leading up to the race.
- Three (3) 2026 race entries, and shirts for each entry.
- Race day DJ recognition and Thank You.
- Promotional table at race venue. Materials / information is provided by business.
- Logo promoted five times throughout race course.

Gold Sponsor (\$1,500 - \$2,000)

- Business will be highlighted in these ways:
 - Email marketing
 - Website(s)
 - Race Shirts
 - Race packets (if your company has materials to add)
- Initial and two additional recognition posts of gold sponsors on all social platforms.
- Promotional table at race venue. Materials / information is provided by business.
- Two (2) 2026 race entries, and shirts for each entry.
- Race day DJ recognition and Thank You!
- Logo promoted twice on race course.

Silver Sponsor (\$500 - \$1,000)

- Business will be highlighted in these ways:
 - Race Shirts
 - Race packets (if your company has materials to add)
 - On course signs
- Initial and secondary recognition of silver sponsors on all social platforms.
- One (1) 2026 race entry, and shirt.
- Race day DJ recognition and Thank You!
- Logo promoted at race venue.

Bronze Sponsorship (\$250 - \$400)

- Business will be highlighted in these ways:
 - Race packets (if your company has materials to add)
 - On course signs
- Race day DJ recognition and Thank You!
- Initial recognition of bronze sponsors on all social platforms.



Lake Placid Classic
2026 Sponsorship Enrollment Form

Business Name:

Phone number:

Website:

Address:

Sponsor Contact information

Name:

Phone number:

Email:

Amount of Sponsorship: \$ _____

Sponsorship Levels

Title: \$2,500 - \$5,000

Gold: \$1,500 - \$2,000

Silver: \$500 - \$1,000

Bronze: \$250 - \$400

Signature:

Date: