



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

# **MAKING A DIFFERENCE**



**BROWN COUNTY  
COMMUNITY  
YMCA**

**2018 Mini Marathon  
Sponsor Booklet**

For its third year, the Brown County Hilly Half Marathon plans to expand on our first year success and continue to highlight our county promote health, well-being and create a true sense of community. There were over 500 participants and 80 local volunteers. The scenic route starts and finishes at the Saddle Barn winding its way through picturesque Brown County State Park.

*"What a fantastic first race! VERY challenging, great workout, wonderful company all along the course in both volunteers and runners. The organization, swag, and follow-up food and drink tent were excellent. You guys did an amazing job and I hope to run this race again. Many thanks to all!!"*

Thousands of runners and walkers participate in similar events within a 150 mile radius and Mini-Marathons with 13.1 miles as the fastest growing race event. With Brown County as a recreation location, we are confident this event will draw in a large crowd of athletes and families.

#### Sponsorship Opportunities:

This sponsorship packet details a number of opportunities for a company to become involved in this new and impactful community event. In addition, you will find quick facts about the half marathon and events leading up to the half, the sponsor benefits, and how the proceeds will enhance our community. The sponsorship levels are as follows:

### Presenting Sponsor | Spirit | Mind | Body | Heart

**2018 Half Marathon Planning Committee:** Kim Robinson, Brian Fenneman, DeAnne Weaver, Bob Blass, Carol Zapapas, Rex Watters

#### Contacts:

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# Sponsor Levels

## Presenting Sponsor - \$10,000

<b>Presented By Sponsorship</b>	<b>Company name included as the presenting sponsor Company sponsorship dollar directly affecting children and families in Brown County</b>
<b>Race Brochure</b>	<b>Company logo in prominent in the race brochure</b>
<b>AIM Publishing</b>	<b>Logo in issues of AIM Publishing's</b>
<b>Newspaper</b>	<b>Logo in advertisements in local newspaper</b>
<b>Banner Displays</b>	<b>Two Banners will be displayed along the course</b>
<b>Website</b>	<b>Company logo will appear on race website</b>
<b>Registration Expo</b>	<b>Table provided for marketing products or services</b>
<b>Water Station</b>	<b>Opportunity for a water station along the course</b>
<b>Promotional Giveaways</b>	<b>Promotional items in the goodie bags or at event</b>
<b>Billboard(s)</b>	<b>Logo will appear on billboard in race market area</b>
<b>Participant T-shirt</b>	<b>Logo prominently displayed on the t-shirt</b>
<b>Marketing Displays</b>	<b>Logo will be exhibited at regional special events</b>
<b>Social Media</b>	<b>Logo on specific announcements or post</b>
<b>Radio Promotions</b>	<b>Audio identification on radio announcements</b>
<b>Color Logo</b>	<b>Logo in color on brochure, printed ads</b>

*"Well organized, helpful volunteers, & a beautiful route! Can't wait to run it again!"*

## Spirit - \$5,000

<b>Sponsorship</b>	<b>Company sponsorship dollar directly affecting children and families in Brown County</b>
<b>Race Brochure</b>	<b>Company logo in prominent in the race brochure</b>
<b>Newspaper</b>	<b>Logo in advertisements in local newspaper</b>
<b>AIM Publishing</b>	<b>Logo in issues of AIM Publishing's</b>
<b>Banner Displays</b>	<b>Two Banners will be displayed along the course</b>
<b>Website</b>	<b>Company logo will appear on race website</b>
<b>Registration Expo</b>	<b>Table provided for marketing products or services</b>
<b>Water Station</b>	<b>Opportunity for a water station along the course</b>
<b>Promotional Giveaways</b>	<b>Promotional items in the goodie bags or at event</b>
<b>Participant T-shirt</b>	<b>Logo prominently displayed on the t-shirt</b>
<b>Marketing Displays</b>	<b>Logo will be exhibited at regional special events</b>
<b>Social Media</b>	<b>Logo on specific announcements or post</b>
<b>Radio Promotions</b>	<b>Audio identification on radio announcements</b>

## Mind - \$2,500

**Sponsorship**

Company sponsorship dollar directly affecting children and families in Brown County

**Race Brochure**

Company logo in the race brochure 3<sup>rd</sup> tier

**Newspaper**

Logo in advertisements in local newspaper

**Banner Displays**

Two Banners will be displayed along the course

**Website**

Company logo will appear on race website

**Registration Expo**

Table provided for marketing products or services

**Water Station**

Opportunity for a water station along the course

**Promotional Giveaways**

Promotional items in the goodie bags or at event

**Billboard(s)**

Logo will appear on billboard in race market area

**Participant T-shirt**

Logo prominently displayed on the t-shirt

**Marketing Displays**

Logo will be exhibited at regional special events

**Social Media**

Logo on specific announcements or post

*"This was a well-organized event!! My friends & I cannot wait until next year's event!! I loved how they would call out your name on the route. It gave a personal touch to the motivational push you needed at that moment, and I also loved the printout of your race results as well"*



## Body - \$1,000

<b>Sponsorship</b>	<b>Company sponsorship dollar directly affecting children and families in Brown County</b>
<b>Race Brochure</b>	<b>Company logo in the race brochure</b>
<b>Newspaper</b>	<b>Logo in advertisements in local newspaper</b>
<b>Banner Displays</b>	<b>Two Banners will be displayed along the course</b>
<b>Website</b>	<b>Company logo will appear on race website</b>
<b>Registration Expo</b>	<b>Table provided for marketing products or services</b>
<b>Water Station</b>	<b>Opportunity for a water station along the course</b>
<b>Promotional Giveaways</b>	<b>Promotional items in the goodie bags or at event</b>
<b>Billboard(s)</b>	<b>Logo will appear on billboard in race market area</b>
<b>Participant T-shirt</b>	<b>Logo prominently displayed on the t-shirt</b>
<b>Social Media</b>	<b>Logo on specific announcements or post</b>

*"Great race! Just a beautiful course and all the best of Brown County at the race.  
Food, live music, beer, and wood fires. Hard course don't be fooled and really enjoyed the beer mile!"  
"UH-mazing inaugural race!! Great course, great support for the runners, wonderful volunteers, cold gator/water,  
awesome swag, the beer mile was fabulous and the after party was the bomb!!  
Can't wait to do it again next year!!!"*

## Heart - \$500

<b>Sponsorship</b>	<b>Company sponsorship dollar directly affecting children and families in Brown County</b>
<b>Race Brochure</b>	<b>Company logo in the race brochure</b>
<b>Newspaper</b>	<b>Logo in advertisements in local newspaper</b>
<b>Banner Displays</b>	<b>Two Banners will be displayed along the course</b>
<b>Website</b>	<b>Company logo will appear on race website</b>
<b>Promotional Giveaways</b>	<b>Promotional items in the goodie bags or at event</b>
<b>Participant T-shirt</b>	<b>Logo displayed on the t-shirt</b>
<b>Marketing Displays</b>	<b>Logo will be exhibited at regional special events</b>
<b>Social Media</b>	<b>Logo and links will be displayed on all social media</b>

# Community Impact

The YMCA makes strengthening our communities our cause by offering affordable membership and programs to all. The programming for young and old alike promote a healthy spirit, mind and body. We count on the generosity of our members and partners to keep our doors open to whoever needs a place to go to help them be more healthy, confident, connected and secure.

The Brown County Community YMCA has been responding to the needs of our community for 17 years. And fulfilling this mission has been the hallmark of our success and the strength of our legacy. All YMCA programs and activities incorporate the core values of caring, honesty, respect, responsibility and faith. The YMCA is proud to serve all people, infants through seniors, and no one is turned away for an inability to pay.

Your support of the Brown County Y's Hilly Half will significantly increase the number of children, youth and families who have the opportunity to experience the extraordinary impact that the Y can have. In light of the growing challenges facing youth and families in our area, expanding the reach of the YMCA has never been more important. Some of the programs currently being offered include:

## Youth

- Progressive Swim Lessons & Swim League
- Tumbling and Cheer
- Summer Day Camp
- Kids Crops Garden
- Free Lunch site during Summer

## Health and Well Being Programs

- Strength Training
- Open Gym Time for Pickleball, Volleyball & Basketball
- Aerobics Classes
- Fitness Center
- Personal Trainers

## Community Programs

- Access Brown County
- Home of Weight Watchers
- Bucks & Does Square Dance Club
- Emergency Shelter during a disaster
- Salt Creek Trail Head
- Community Trick or Treat on Trail
- Lifeguard trainings

## Adults & Seniors

- Arthritic & Water Exercise
- Silver Sneakers Classes
- Senior Volunteer Opportunities
- Group Social Interaction helps seniors stay connected
- Free Lunch Site for Seniors

