



RACE FOR FINANCIAL FITNESS™

SPONSORSHIP TIERS

CHAMPION: \$100K

- Impact on thousands of youth through local and national race beneficiaries
- Top logo placement on the 4.01krace.com website and all of the individual city race websites
- Champion sponsor landing page on 401krace.com with sponsor info/mission, and video from sponsor
- Sponsor acknowledgement on customized race training videos
- Free race registration for 1,000 participants
- "Proud sponsor of the 4.01k Race" banner for sponsor's promotional use
- Logo on start / finish banner
- Literature and offers in race bags
- National press release announcing participation
- Logo on all collateral & social media - emails, posters, flyers, etc.

COACH: \$50,000K

- Impact on thousands of youth through local and national race beneficiaries
- Logo in top tier on back of the race shirt for all participating cities
- Logo placement in Sponsorship section on the 401krace.com website with link to sponsor website
- Table at event
- Logo on all collateral & social media - emails, posters, flyers, etc.
- Free race registration for 500 participants
- "Proud sponsor of the 4.01k Race" banner for website
- Literature and offers in race bags
- National press release highlighting participation

FAN: \$25,000K

- Impact on thousands of youth through local and national race beneficiaries
- Logo in medium tier on back of the race shirt for all participating cities
- Logo placement in Sponsorship section on the 401krace.com website with link to sponsor website
- Logo on all emails & recognition on social media
- Literature in race bags
- Free race entry for 250 participants
- Table at event

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