

# RunGR Races

## Sponsorship Information

### 2017





January 2017

Dear Potential Partner,

For nearly two decades, RunGR has been providing opportunities in Grand Rapids and beyond for individuals to live, train, and run. For RunGR, it is more than a motto, it is a lifestyle that helps create a healthy community for us all. Organized as a non-profit organization, there are two main ways RunGR provides possibilities to live out its motto.

The first is as a membership based running club. Currently over 300 members with a diverse range of experiences and abilities train year round to achieve whatever goals they have established for themselves. Guided by a USATF Level II coach, the club meets for organized workouts throughout the week in various locations around the Grand Rapids area. As members log miles with one another, RunGR becomes less of a club and more like family.

RunGR also puts on four great events for the community to participate in, including the Lake Michigan Credit Union Bridge Run. Our mission with these events is to provide a great experience to celebrate health and wellness, regardless of age or ability. We start off with the **Magic of the Mile**, which allows participants to be a track star for an evening. The next in our offerings is the **Cross Country Team Challenge**, providing a team based opportunity. From there, it is the **Kids Adventure Challenge**, allowing kids to be kids with a two-hour event focused on their wellness. We conclude the year with our flagship event, the Lake Michigan Credit Union Bridge Run, which offers a 5K & 10 Mile opportunity to see some of the best that Grand Rapids has to offer. In 2016, we had over 2,600 individuals participate in one or more of our events, which allowed us to donate \$10,000+ to local charities that do great work in the community.

We invite you to partner with us in 2017 to make a larger impact in the community where we live, work, and play. In the next few pages you will find a variety of ways for your organization to become engaged with RunGR this year. One new feature we are excited to provide in 2017 is a discount to your contribution if you partner with more than one of our events. Should you have any questions or additional ideas on how to partner, feel free to reach out!

Kyle Cutler

Volunteer Race Director

races@rungr.com | 616.204.6648



# Lake Michigan Credit Union Bridge Run

## Overview

### Bridge Run History

The inaugural Bridge Run took place in September 2002 as a 10 mile race through the northern neighborhoods of Grand Rapids and along the Grand River. Since the race's inception, a 5K run/walk has been added. Starting and finishing in the heart of the City at Rosa Parks Circle, the courses provides participants with the opportunity to experience the best of downtown Grand Rapids, several parks along the Grand River, and traverse some of the City's historic bridges. In 2012, Lake Michigan Credit Union signed on board as the event's presenting sponsor.

More than just a running event, the Lake Michigan Credit Union Bridge Run has been a vehicle to promote group running, healthy lifestyles, encourage youth participation, and community involvement. Group discounts have encouraged families and friends to participate together, the Wellness Partnership has provided opportunities for employees to stay well, and proceeds from the race have helped local charities fund their mission. In 2016, more than \$10,000 was given to local charities including myTEAM TRIUMPH, the Hope Network, and the No Surrender Running Club, which was featured in the January 2014 issue of *Runner's World* for their work with the inter-city youth in Grand Rapids and Wyoming.

The Lake Michigan Credit Union Bridge Run is proud of everything that has been accomplished over the years. Our past success has been aided by many generous individual, community, and business supporters. They allow us to reach more people and do more things for the greater Grand Rapids community. We invite you to join us on **September 17, 2017** at Rosa Parks Circle in downtown Grand Rapids.

### Race Demographics

**2011:** 1,074 total participants (5K: 386 | 10 Mile: 688)

**2012:** 1,508 total participants (5K: 826 | 10 Mile: 682)

**2013:** 1,815 total participants (5K: 985 | 10 Mile: 830)

**2014:** 1,981 total participants (5K: 1,009 | 10 Mile: 972)

**2015:** 2,192 total participants (5K: 1,139 | 10 Mile: 1,053)

**2016:** 2,257 total participants (5K: 1,149 | 10 Miles: 1,108) *new event record*

A majority of the participants in 2016 resided in Kent & Ottawa counties, though individuals throughout Michigan and 7 additional states were represented. Of those participants, 62% were female, the widest margin the event has ever experienced. Offering a cash prize and the event's placement in the fall race calendar brought a competitive and seasoned group of participants; however, the event's scenic route, flat course, and timing in the fall also attracted the recreational participant and those more focused on their personal wellness. In 2016 the event was recognized in MLive's *Top 50 Road Races to Do in Michigan* and in the *Top 10 Road Races to Do in the Fall*. We are also looking forward to having the 10 Mile be part of the Road Runners Club of America's Midwest Region Championship Series in 2017.

The USATF certified 10 Mile course is a unique distance that is not offered by many other events in the area. It serves as an obtainable goal for those just starting out or a "tune up" race for more veteran runners with other race aspirations in the fall. The 5K course provides a flat & fast race for those looking to PR, while the scenic route along the Grand River is enjoyable for those participating in the walk. Additional information can be found at [www.thebridgerun.com](http://www.thebridgerun.com).



# Lake Michigan Credit Union Bridge Run

## Sponsorship Opportunities

### September 17, 2017

#### Sponsor Levels

	Gold \$3,000	Silver \$1,500	Bronze \$750	Event \$250	Vendor \$500
Categorical exclusivity	X				
Logo inclusion on volunteer shirt	X				
Race Day 101 lunch & learn presentation	X				
Opportunity to promote to RunGR members	X				
Opportunity to provide give-a-ways at Post Race Party	X				
Finish-chute banner (provided by sponsor)	X				
Logo inclusion on 2 course signs (provided by event)	X	X			
Space in Rosa Parks Circle race morning	X	X			X
Opportunity for content placement in one pre-event email	X	X			
Opportunity for content in the electronic race packet	X	X			
Opportunity to provide give-a-ways at packet pickup	X	X	X		
Logo inclusion on the Bridge Run website	X	X	X	X	
Logo inclusion on pre-event emails (9,000+ contacts)	X	X	X	X	
Logo inclusion on race marketing materials	X	X	X	X	
Logo inclusion on participant shirt (approx. 2,200)	X	X	X		
Company name text on participant shirt				X	
Invitation to Post Race Party (Date TBA)	X	X	X	X	
Recognized on Facebook	X	X	X	X	
Complimentary race entries	8	4	2	1	
Recognized by emcee on race day	X	X	X	X	

*Additional benefits and contributions (including inkind gifts) may be discussed and documented separate of this package as agreed to by a Bridge Run and Sponsor representative.*



# Lake Michigan Credit Union Bridge Run

## Wellness Partnership Program

### September 17, 2017

#### Wellness Partnership

The Wellness Partner Program provides your organization the opportunity to use the Lake Michigan Credit Union Bridge Run as a health & wellness option for employees. While traditional sponsorship opportunities are primarily focused on gaining visibility in the community, the Wellness Partner Program is designed to help your organization become more physically active.

#### Benefits

The Wellness Partner Program includes the following amenities to help motivate your employee “team”:

- Race entries (the number dependent on the commitment)
- “Running 101” Presentation to your employees
- Training plans for 10 Mile and 5K
- Ideas to encourage participation with friendly competition or wellness benefits

In addition to the Wellness Partner program benefits, your participation in the wellness partner program makes a public demonstration of your commitment to the health and well-being of your employees, and also entitles you to these additional benefits:

- Logo inclusion on participant shirt for commitments over \$1,000 (name in text under \$1,000)
- Recognition on the Lake Michigan Credit Union Bridge Run website as a Wellness Partner
- Recognition on Facebook
- Recognized during the event as a Wellness Partner

#### Investment

Participation in this program is tiered so that every organization of any size can take advantage of this unique program.

The Wellness Partner Program starts at **\$400** and includes 10 race entries. Additional race entries can be acquired at a rate of \$175 for every 5 participants. Race entries can be used in any combination for the 10 Mile Run or 5K Run/Walk. Additionally, race discounts for other employees, family members, and clients can be made available through an unique code.

Additional brand visibility will be considered after a \$1,000 investment.

A program like this can become an integral part of your healthy lifestyle program, or just a fun activity to develop camaraderie within your organization. In order to provide your employees with adequate time to prepare for a great experience, this program needs to be initiated in early July. This is an ideal time to start to organize around this event.



# The Magic of the Mile

## Overview & Sponsorship Opportunities

### July 18, 2017

#### Overview

Since 2012, The Magic of the Mile has been providing individuals of all ages and abilities to be a track star for an evening at Northview's track. The mile race distance has been revered as the premier race and The Magic of the Mile puts participants into heats by age and gender to compete against the clock. The Magic of the Mile also features a youth 200 meter and 400 meter dash, where the future track stars participate for free and receive popsicles at the end. The night is concluded with the Elite Men's and Women's events, which have not only bragging rights up for grab, but a cash prize. The cost is only \$10 a person. In 2016, more than 140 individuals participated! Additional information can be found at [www.runsignup.com/Race/MI/GrandRapids/Mile](http://www.runsignup.com/Race/MI/GrandRapids/Mile).

#### Sponsorship Levels

	\$350	\$150
Categorical exclusivity	X	
Start/Finish banner (provided by sponsor)	X	
Logo inclusion on 2 course signs (provided by event)	X	X
Space on race day to promote your organization	X	
Opportunity to provide give-a-ways at registration	X	
Logo inclusion on event website	X	X
Logo inclusion on participant thank you email	X	X
Logo inclusion on race marketing materials	X	X
Recognized on Facebook	X	X
Complimentary race entries	6	2
Recognized by emcee on race day	X	X



# Cross Country Team Challenge

## Overview & Sponsorship Opportunities

### 7/27/2017

#### Overview

The Cross Country Team Challenge provides individuals of all ages and abilities the opportunity to experience running as a team sport. Using high school style cross country scoring, teams of 5 form to compete on a 5K course that features dirt, grass, and gravel. Team based awards include the fastest and most spirited teams. If you were on a cross country team in high school or college, this is your opportunity to relive those days; however, if you missed out in your youth, now is your chance. The Cross Country Team Challenge started in 2013 and in 2016 had over 30 teams participate. The cost is only \$10 per person, with youth participating for free. Additional information can be found at [www.runsignup.com/Race/MI/Belmont/xc](http://www.runsignup.com/Race/MI/Belmont/xc).

#### Sponsorship Opportunities

	\$350	\$150
Categorical exclusivity	X	
Start/Finish banner (provided by sponsor)	X	
Logo inclusion on 2 course signs (provided by event)	X	X
Space on race day to promote your organization	X	
Opportunity to provide give-a-ways at registration	X	
Logo inclusion on event website	X	X
Logo inclusion on participant thank you email	X	X
Logo inclusion on race marketing materials	X	X
Recognized on Facebook	X	X
Complimentary race entries	6	2
Recognized by emcee on race day	X	X



# Kids Adventure Challenge

## Overview & Sponsorship Opportunities

### August 17, 2017

#### Overview

It is time to let kids be kids, which is what the Kids Adventure Challenge encourages as a way to get families out and active together. This 2-hour adventure race at Johnson Park will include multiple challenges and checkpoints geared for kids ages 5-12. A team consists of at least one adult and will navigate throughout Johnson Park to work together to complete this event. The emphasis is less on competition, and more on having fun and being active. Everyone is a winner when they make it back to the finish area. This year will be the 6th annual event and in 2016 nearly 300 individuals participated. For more information, visit (website is currently being refreshed).

#### Sponsorship Overview

	\$1,000	\$500	\$250
Categorical exclusivity	X		
Logo inclusion on volunteer shirt	X		
Start/Finish banner (provided by sponsor)	X		
Logo inclusion on 2 course signs (provided by event)	X	X	
Space on race day to promote your organization	X	X	
Opportunity for content in the electronic race packet	X	X	
Opportunity to provide give-a-ways at packet pickup	X	X	X
Logo inclusion on the event website	X	X	X
Logo inclusion on pre-event emails	X	X	X
Logo inclusion on race marketing materials	X	X	X
Logo inclusion on participant shirts	X	X	X
Company name text on participant shirt			X
Recognized on Facebook	X	X	X
Complimentary event entries	10	5	2
Recognized by emcee on race day	X	X	X



## Partnership Agreement - 2017

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Event Commitment(s):

Bridge Run Sponsorship: \$ \_\_\_\_\_

Bridge Run Wellness Partner: \$ \_\_\_\_\_

Kids Adventure Challenge: \$ \_\_\_\_\_

Magic of the Mile: \$ \_\_\_\_\_

Cross Country Team Challenge: \$ \_\_\_\_\_

### Package Discounts!

- select any 2 events, take 5% off total price
- select any 3 events, take 10% off total price
- select any 4 events, take 15% off total price

**Total Commitment (less discounts): \$ \_\_\_\_\_**

Check enclosed and made payable to RunGR

Please send invoice to: \_\_\_\_\_

*(Payment and Sponsor Form may be mailed to: RunGR, P.O. Box 6823, East Grand Rapids, MI 49516)*

If you have questions regarding the information provided in this package, contact Kyle at [races@rungr.com](mailto:races@rungr.com) or 616.204.6648.

RunGR is an affiliate of the Road Runners Club of America.  
Through our affiliation with the RRCA, we are a 501(c)(3) organization.

FEDERAL TAX ID 38-3664585

Your contribution maybe tax deductible. Please retain a copy of this agreement for your records.

***Your support is greatly appreciated by RunGR!***