



Princeton Athletic Club

of Princeton, New Jersey, Inc.

501(c)3 Nonprofit Corporation

Sponsorship contact:
Lawren Smithline
track@princetonac.org

Princeton Athletic Club (PAC) invites you to consider sponsoring our All-Comer Track Meet. We would like to give your business the best exposure possible in the context of our community races.

Wednesday, June 15, 2016, at Peddie School track in Hightstown, NJ.

Additional meet dates may be added.

| | |
|---|---|
| Deadline for flyer production – March 30 | Deadline for print ad – April 27 |
|---|---|

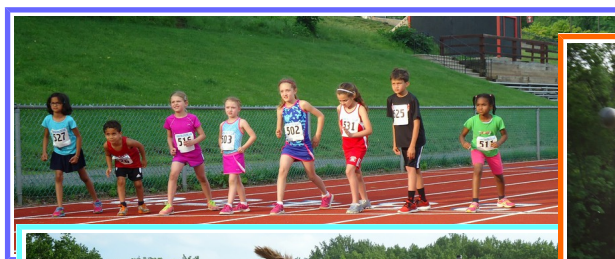
Sponsor premiums for different levels (Platinum, Gold, Silver, and Bronze) are described on reverse.

To order your sponsorship, please contact Lawren Smithline, meet director track@princetonac.org providing the following information.

| | | | | |
|--|-------------------|--------------|----------------|----------------|
| Business name, point of contact, with address, telephone and email. | | | | |
| Sponsorship level | \$3000 – Platinum | \$750 – Gold | \$300 – Silver | \$150 – Bronze |
| Business logo, if applicable. Logo should be in a standard format. Raster images (jpg) at 400 dpi as printed work well. Recommended approximate aspect ratio 3 units wide to 2 units high. | | | | |

Payment by credit card (via PayPal to paypal@princetonac.org) incurs a 2.5% transaction fee. If you prefer to pay by check, payable to “P A C,” please indicate and we will provide an address for mailing.

Thank you for your support.



Event: Wednesday, June 15, 2016 All-Comer Track and Field



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Princeton Athletic Club (PAC) is a 501(c)3 nonprofit. Documentation available upon request. Please note that our in-kind needs are quite specific and items such as facility fees can only be met in cash. Sponsorships must be paid in advance of production. There are deadlines to meet production requirements. PAC reserves the right to refuse a sponsor subscription.

Sponsor premiums available – higher level sponsors may inquire about custom premiums.

| | |
|--|--|
| <ul style="list-style-type: none"> ➤ logo in print ad targeted to athletes, 20,000+ print run, regional distribution. ➤ logo on event flyer, 5000 min. print run ➤ mention in event press release | <ul style="list-style-type: none"> ➤ Banner on track perimeter fence. Sponsor provides banner. Approximate size 6' x 2.5'. ➤ Logo and link on event web page <p>Higher level sponsors receive pride of place</p> |
|--|--|

PAC lists events in area online and print community calendars and uses email promotion to area athletes and running clubs, reaching additional thousands regionally. Sponsors will be mentioned as appropriate to the particular medium.

PAC promotes the event through its own event web page on the princetonac.org domain. The online registration service also provides an event listing page. Sponsors will be mentioned and linked on the registration service page as technically feasible.

Sponsorship Levels

| | |
|--|--|
| <p>Platinum sponsor – \$3000 – one for the meet</p> <ul style="list-style-type: none"> ➤ distinguished logo in print ad AND flyer ➤ two banners at venue ➤ special mention in press release ➤ logo and link on event web page ➤ credited with underwriting <i>entire</i> meet. | <p>Gold sponsor – \$750 – limited availability</p> <ul style="list-style-type: none"> ➤ large logo in print ad AND flyer ➤ banner at venue ➤ mention in event press release ➤ logo and link on event web page |
| <p>Silver sponsor – \$300</p> <ul style="list-style-type: none"> ➤ logo in print ad, and (space available) on flyer ➤ as space available, mention in press release ➤ logo and link on event web page | <p>Bronze sponsor – \$150</p> <ul style="list-style-type: none"> ➤ name in print ad sponsor tableau ➤ name and link on event web page |

Additional meet dates may be added, anticipated to be June 8 and June 22. If sponsorship subscriptions exceed \$5000, we will augment promotional material or do separate material for the different dates. There will be at most one Platinum sponsorship for a given date.

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