



**PRINCETON
ATHLETIC CLUB**

Mountain Lakes Trail Run & Walk™
to benefit Friends of Princeton Open Space

Sponsorship prospectus

Event date: Saturday, September 23, 2023 subject to permit

Event director: Lawren Smithline lakes@princetonac.org

Princeton Athletic Club (PAC) is a 501(c)3 nonprofit, federal tax ID 27-1685647.

Friends of Princeton Open Space (FOPOS) is a 501(c)3 nonprofit, federal tax ID 23-7259355.

Limited sponsorship levels (Underwriting and Gold) receive

- logo or name placement on
 - PAC event web page for 2023 PAC Mountain Lakes Trail Run & Walk™
 - PAC generated event-related emails to past participants of all PAC events
 - on-demand printed event information sheet
 - event T-shirt
- multiple mentions during on-site announcements

Higher level sponsors receive pride of place and/or larger size logos as appropriate to the medium. Publicity perks are subject to production time lines.

\$3000 Underwriting Sponsor – limit 2 from non-competing industries

- All *limited sponsorship* perks listed above
- 10' x 10' location in the registration area for tent / table / demo
- Logo included on e-postcard graphic promoted by registration/timing service
 - inclusion in email blast to 20,000+ runners in the region
 - rotational display on registration service website proximate to event date
- 4 complimentary race entries

\$2000 Gold Sponsor – limited – maximum 4

- All *limited sponsorship* perks listed above
- Exclusive logo placement on a specific event element
- contingent (based on space available at subscription) 10' x 10' location for tent / table / demo
- 3 complimentary race entries

Specific event elements may be arranged as needed. See initial suggestions below.

A. Runner's bib is distributed at check-in, worn by each runner, naturally appears in event photos.

B. Swag bag is distributed at check-in, with T-shirt inside. Actually useful at home.

Maximum 4 Gold Sponsors.



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\$1250 Silver Sponsor

- logo or name placement on
 - PAC event web page for 2023 PAC Mountain Lakes Trail Run & Walk™
 - PAC generated event-related emails to past participants of all PAC events
 - on-demand printed event information sheet
 - event T-shirt – priority placement over Bronze Sponsors
- mention in announcement on-site
- 2 complimentary race entries

\$750 Bronze Sponsor

- logo or name placement on
 - PAC event web page for 2023 PAC Mountain Lakes Trail Run & Walk™
 - PAC generated event-related emails to past participants of all PAC events
 - on-demand printed event information sheet
 - event T-shirt
- mention in announcement on-site
- 1 complimentary race entry

\$350 – Virtual sponsor

- logo or name placement on
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Sponsorship is subject to approval by PAC. Please wait for approval before sending payment.

Sponsorship Commitment Information – email to lakes@princetonac.org

Organization name

Contact name

Street address

Email address

City / State / Zip

Telephone

Underwriting and Gold – Please indicate whether 10' x 10' exhibit space is desired.

Logo checklist – email logos to race director Lawren Smithline lakes@princetonac.org

- Aspect ratio 3 units wide to 2 units high preferred
- Standard format, scalable vector graphics (eps format) preferred
- Raster format (jpg, png) recommended minimum resolution
 - 2400 pixels in longer axis for Underwriting and Gold
 - 1200 pixels in longer axis for Silver and Bronze
 - 600 pixels in longer axis for Virtual
- **Monochrome version** required for printing white ink on dark background
- **Color version** preferred for most online media

Payment – online payment has a service fee of approximately 2.1% (waived for Virtual).

Secure online processing through paypal visit

<http://princetonac.org/event-sponsorship/#mountain-lakes>

Please contact race director to confirm availability of your selection.

Check can be mailed, payable to **PAC**, c/o Lawren Smithline, 50 Linden Lane, Princeton, NJ, 08540

The accompanying event information sheet explains details of the event, including location, course map, registration. Mountain Lakes Trail Run & Walk™ is a trade mark of Princeton Athletic Club.

Thank you for your support.