



**PRINCETON  
ATHLETIC CLUB**

**Winter Wonder Run® 6K**  
at the Institute Woods

**Sponsorship prospectus**

**Event date: Saturday, December 2, 2023** subject to permit

Event director: Lawren Smithline [iaswoods@princetonac.org](mailto:iaswoods@princetonac.org)

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

**Winter Wonder Run® 6K** is designed as a fun, safe event at a unique and beautiful Princeton venue. A portion of the proceeds benefits Princeton High School Fencing Boosters. Members of PHS Fencing team assist with event crew.

### **\$750 Bib Sponsor – limit 2**

- logo or name placement (as feasible according to medium) on
  - PAC event web page for 2023 PAC Institute Woods 6K
  - At least one pre-event email and post-event email to past participants of all PAC events
- logo placement on runner bib number
  - Bib numbers are a custom order. In case of a high level of late runner entries, some runners may be issued generic bibs from the race timing service.
  - Bib is distributed at check-in, worn by each runner, naturally appears in event photos.

### **\$500 Runner Rehab-Prehab Sponsor – one available**

- logo or name placement (as feasible according to medium) on
  - PAC event web page for 2023 PAC Winter Wonder Run® 6K
  - At least one pre-event email and post-event email to past participants of all PAC events
- space for 10 x 10 tent on site for demo
  - No financial transactions on site.
  - Arrival no earlier than 8:10 AM, departure not later than 11:40 AM.

### **\$350 – Virtual sponsor**

- logo or name placement (as feasible according to medium) on
  - PAC event web page for 2023 PAC Winter Wonder Run® 6K
  - At least one pre-event email and post-event email to past participants of all PAC events



**PRINCETON  
ATHLETIC CLUB**

**Winter Wonder Run® 6K**  
at the Institute Woods

**Sponsorship prospectus**

**Event date: Saturday, December 2, 2023** subject to permit

Event director: Lawren Smithline [iaswoods@princetonac.org](mailto:iaswoods@princetonac.org)

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

**Sponsorship is subject to approval by PAC.** Please wait for approval before sending payment.

**Sponsorship Commitment Information** – email to [iaswoods@princetonac.org](mailto:iaswoods@princetonac.org)

Organization name

Contact name

Street address

Email address

City / State / Zip

Telephone

**Logo checklist** – email logos to race director Lawren Smithline [iaswoods@princetonac.org](mailto:iaswoods@princetonac.org)

- Aspect ratio 3 units wide to 2 units high preferred
- Standard format, scalable vector graphics (eps format) or raster graphics (jpg, png).
- Raster format recommended minimum resolution
  - 2400 pixels in longer axis for bib sponsor
  - 600 pixels in longer axis for R-P, virtual
- **Full color** may be used

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

**Secure online processing through paypal visit**

<http://princetonac.org/event-sponsorship/#winter-wonder-run>

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, and registration. Winter Wonder Run® is a registered trademark of Princeton Athletic Club.

**Thank you for your support.**