



PRINCETON ATHLETIC CLUB

Institute Woods 6K

Sponsorship prospectus

Event date: Saturday, April 13, 2024

Event director: Lawren Smithline iaswoods@princetonac.org

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

Institute Woods 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.

\$1500 Exclusive Bib Sponsor

- logo or name placement (as feasible according to medium) on
 - PAC event web page for 2024 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.

\$750 – Semi-Exclusive Bib Sponsor – limit 2, as above, except semi-exclusive presence on the bib.

\$500 – PT Sponsor

- logo or name placement (as feasible according to medium) on
 - PAC event web page for 2024 PAC Institute Woods 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 2024 PAC Institute Woods 6K
 - At least one pre-event email and post-event email to past participants of all PAC events



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

Sponsorship Commitment Information – email to 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

- 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 PT, 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/#institute-woods>

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.

Thank you for your support.