



PRINCETON ATHLETIC CLUB

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

Sponsorship prospectus

Event date: Saturday, September 14, 2024

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.

Custom – Gold- Silver – Bronze level sponsors receive logo or name placement on

- PAC event web page for 2024 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

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

\$3,000 to \$25,000 – Custom sponsorship designed to suit – inquire

- Special publicity opportunities and exclusivity to be determined
- Any selections from Gold level

\$2,000 Gold Sponsor – maximum 4

- multiple mentions in on-site announcements
- Special logo placement on a specific event element
- 10' x 10' on-site space for tent / table / demo
- Choice: 3 complimentary race entries OR 20% discount for associates / employees / clients

\$1,250 Silver Sponsor

- mention in on-site announcements
- contingent (based on space available approx. 3 weeks ahead of event date) 10' x 10' space
- Choice: 2 complimentary race entries OR 15% discount for associates / employees / clients

\$750 Bronze Sponsor

- mention in on-site announcements
- Choice: 1 complimentary race entry OR 10% discount for associates / employees / clients

\$350 – Virtual sponsor

- logo or name placement on PAC event web page
- logo or name placement on PAC generated event-related emails



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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

Custom 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 Custom and Gold
 - 1200 pixels in longer axis for Silver and Bronze
 - 600 pixels in longer axis for Virtual
- **Monochrome version** required for printing light color 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.