

# FLAT-OUT! EVENTS



## SPONSORSHIP OPPORTUNITIES

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# FLAT-OUT EVENTS



Flat-Out Events wants to change lives. Yes, we are an event management company specializing in running events, but our passion is to influence people. Being a part of the running and walking community has impacted our lives tremendously and it gives us great joy to pass that influence along through our events.

We are driven to grow the sport of running and walking in our market. We do this by striving to produce organized, extremely fun events that bring sponsors and participants together. Races are environments that provide for unique interactions. Strangers cheer for strangers who are striving for significant goals. Many of our

participants are new to running and are on a challenging journey towards life-change. We want to partner with them on this journey and hope that you might as well.

Additionally, every race we manage has a charity component. We look for ways to raise money for charity and to also increase awareness and connect participants to its cause. Examples of this include collecting toys at the Christmas Town Dash for Toys for Tots and encouraging food donations for The Food Bank at the Chick-fil-A 5K/10K. We love how these events bless so many people and we ask that you consider joining us in this special opportunity. Visit [www.flatoutevents.com](http://www.flatoutevents.com) to learn more about Flat-Out Events.

- Chick-fil-A 5K/10K
- Virginia Running Festival Half-Marathon/5K
- Christmas Town 8K
- GameDay 10K
- Run for the Dream Half-Marathon/8K

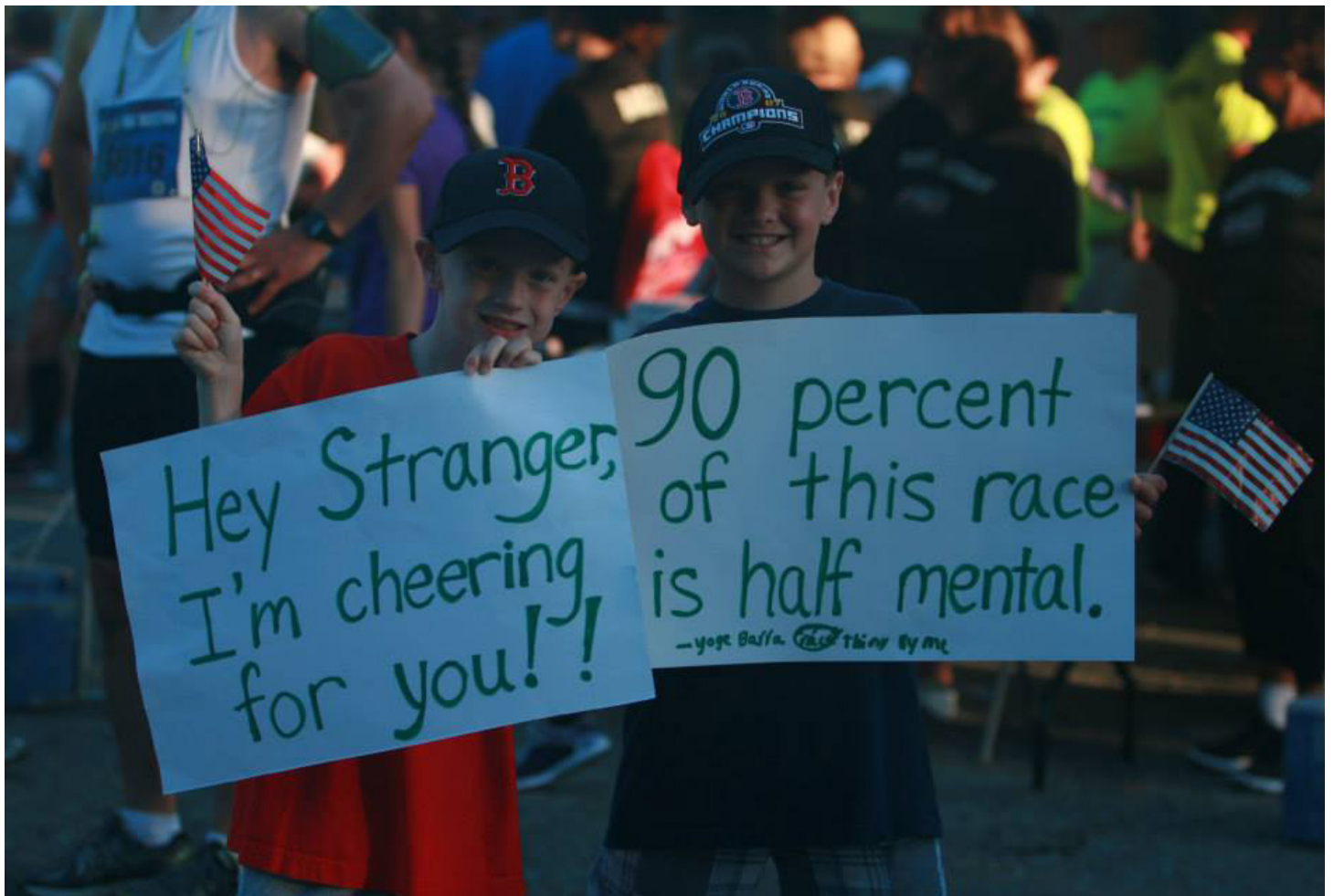


The Chick-fil-A 5K and 10K courses take you on a fast, all-paved loop through the beautiful Mariners' Museum Park. This USATF certified course is smooth, easy to follow and perfect for runners or walkers of all levels! The incredible after-party festival with food, music, and fun will make the Chick-fil-A 5K - 10K the most exciting event of the season for the entire family!

Participants receive a short-sleeved tech shirt, personalized number bib, a free Chick-fil-A food item and other food & drinks after the race, custom Chick-fil-A

Cow medals for age-group winners, and more! Children in the Running of the Chick-fil-A Cows half-mile fun run will receive a custom award medal!

For more race information visit [www.cfa5k.com](http://www.cfa5k.com).



# CHICK-FIL-A 10K/5K

## 5K Title Sponsor — \$15,000

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Email feature to registered runners
- Logo on all print marketing materials
- Logo/mentions with any media
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries

## 5K Shirt Sponsor — \$6,750

- Exclusive logo space on 5K shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 5K Medal Sponsor — \$3,250

- Exclusive logo space on 5K medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 5K Bib Sponsor — \$2,000

- Exclusive logo space on 5K race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

## 5K Presenting Sponsor — \$9,000

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 5K Corporate Sponsor — \$2,500

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries



# CHICK-FIL-A 10K/5K

## 10K Title Sponsor — \$10,000

- Logo included in event logo design
- Logo on front of 10K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries

## 10K Presenting Sponsor — \$6,000

- Logo included in event logo design
- Logo on front of 10K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 10K Shirt Sponsor — \$3,000

- Exclusive logo space on 10K shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 10K Medal Sponsor — \$1,500

- Exclusive logo space on 10K medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 10K Bib Sponsor — \$1,200

- Exclusive logo space on 5K race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

## 10K Corporate Sponsor — \$2,500

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries



# CHICK-FIL-A 10K/5K

## Fun Run Title Sponsor — \$5,000

- Logo included in event logo design
- Logo included on kids medal lanyard
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## Race Day Sponsor — \$1,000

- Booth space at post race party
- Runner bag marketing opportunity
- 2 complimentary race entries

## Fun Run Presenting Sponsor — \$2,500

- Logo included in event logo design
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## Race Results Sponsor — \$1,575

- Exclusive logo spot on race results
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries





The Virginia Running Festival Half-Marathon & 5K from Flat-Out Events is BACK! Run 13.1 miles through historical neighborhoods of Newport News, on Mariners' Museum property, and back through the beautiful campus of Christopher Newport University at the Virginia Running Festival!

The Virginia Running Festival also features the Alumni 5K on the campus of CNU, and the Little Captains Half-Miler for kids of all ages!

Flat-Out Events is honored to be a part of CNU's annual Homecoming Weekend -- but don't worry if you're not a Captain -- everyone is invited!



# VIRGINIA RUNNING FESTIVAL

## Half Title Sponsor — \$10,000

- Logo included in event logo design
- Logo on front of Half-Marathon shirt
- Logo on event website
- Logo included on all event emails
- Email feature to registered runners
- Logo on all print marketing materials
- Logo/mentions with any media
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries

## Half Shirt Sponsor — \$2,700

- Exclusive logo space on shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## Half Medal Sponsor — \$2,250

- Exclusive logo space on medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## Half Bib Sponsor — \$2,000

- Exclusive logo space on race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

## Half Presenting Sponsor — \$6,000

- Logo included in event logo design
- Logo on front of Half-Marathon shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## Half Corporate Sponsor — \$1,800

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries





# VIRGINIA RUNNING FESTIVAL

## 5K Title Sponsor — \$8,000

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries

## 5K Corporate Sponsor — \$1,800

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 5K Presenting Sponsor — \$4,800

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 5K Shirt Sponsor — \$1,350

- Exclusive logo space on 5K shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 5K Medal Sponsor — \$750

- Exclusive logo space on 5K medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 5K Bib Sponsor — \$1,200

- Exclusive logo space on 5K race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries



# VIRGINIA RUNNING FESTIVAL

## Fun Run Title Sponsor — \$3,000

- Logo included in event logo design
- Logo included on kids medal lanyard
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## Fun Run Presenting Sponsor — \$1,500

- Logo included in event logo design
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## Race Day Sponsor — \$750

- Booth space at post race party
- Runner bag marketing opportunity
- 2 complimentary race entries

## Race Results Sponsor — \$1,575

- Exclusive logo spot on race results
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries





The Christmas Town Dash 8K is the family holiday event of the year! Runners enjoy the sights, smells, and sounds of Christmas as you wind your way through the world’s most beautiful theme park in this exciting 8K run through the wonderfully decorated Christmas Town in Busch Gardens, Williamsburg, Virginia.

Live the excitement of a great atmosphere, hot chocolate, awesome music and DJ, super finisher’s medal, an awesome long-sleeved technical running shirt, the Chick-fil-A Cows, US Marines, Toys for Tots, and snow (no promises!).

Top winners receive Busch Gardens Fun Passes, and all runners receive discounts for Christmas Town and other great swag.

## CHRISTMAS TOWN DASH

### **Fun Run Title Sponsor** — \$7,500

- Logo included in event logo design
- Logo on kids medal lanyard
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Prominent banners on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

### **Fun Run Presenting Sponsor** — \$3,500

- Logo included in event logo design
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries



# CHRISTMAS TOWN DASH

## 8K Title Sponsor — \$30,000

- Logo included in event logo design
- Logo on front of 8K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries
- Email feature to registered runners
- Logo/mentions with any media

## 8K Corporate Sponsor — \$8,000

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## Race Results Sponsor — \$1,575

- Exclusive logo spot on race results
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

## 8K Presenting Sponsor — \$18,000

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 8K Shirt Sponsor — \$13,500

- Exclusive logo space on 5K shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 8K Medal Sponsor — \$6,750

- Exclusive logo space on 5K medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 8K Bib Sponsor — \$2,000

- Exclusive logo space on 5K race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

From our family-friendly environment to the biggest tailgate running has ever seen - there are plenty of reasons to get excited! Kickoff the day with food, music, fun and plenty of football themed details to get you ready for the big game.

Starting in the heart of City Center, the 10K and 5K routes run a fly pattern through the Oyster Point business park and find the end zone at the fountain plaza where the party will be waiting. If you know football, you know to expect an an exciting atmosphere full of enthusiastic runners.



# GAMEDAY 10K/5K

## 10K Title Sponsor — \$10,000

- Logo included in event logo design
- Logo on front of Half-Marathon shirt
- Logo on event website
- Logo included on all event emails
- Email feature to registered runners
- Logo on all print marketing materials
- Logo/mentions with any media
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries

## 10K Shirt Sponsor — \$2,700

- Exclusive logo space on shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 10K Medal Sponsor — \$2,250

- Exclusive logo space on medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 10K Bib Sponsor — \$2,000

- Exclusive logo space on race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

## 10K Presenting Sponsor — \$6,000

- Logo included in event logo design
- Logo on front of Half-Marathon shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 10K Corporate Sponsor — \$1,800

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries



# GAMEDAY 10K/5K

## 5K Title Sponsor — \$8,000

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Prominent banners on start/finish arch
- Prominent banners on start/finish barricade
- Premium booth space at post race party
- Runner bag marketing opportunity
- 20 complimentary race entries



## 5K Corporate Sponsor — \$1,800

- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 5K Presenting Sponsor — \$4,800

- Logo included in event logo design
- Logo on front of 5K shirt
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 5K Shirt Sponsor — \$1,350

- Exclusive logo space on 5K shirt back
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## 5K Medal Sponsor — \$750

- Exclusive logo space on 5K medal lanyard
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## 5K Bib Sponsor — \$1,200

- Exclusive logo space on 5K race bib
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries

# GAMEDAY 10K/5K

## Fun Run Title Sponsor — \$3,000

- Logo included in event logo design
- Logo included on kids medal lanyard
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Features on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 15 complimentary race entries

## Fun Run Presenting Sponsor — \$1,500

- Logo included in event logo design
- Logo on event website
- Logo included on all event emails
- Logo on all print marketing materials
- Feature on event social media site
- Banner on start/finish arch
- Booth space at post race party
- Runner bag marketing opportunity
- 10 complimentary race entries

## Race Day Sponsor — \$750

- Booth space at post race party
- Runner bag marketing opportunity
- 2 complimentary race entries

## Race Results Sponsor — \$1,575

- Exclusive logo spot on race results
- Booth space at post race party
- Runner bag marketing opportunity
- 5 complimentary race entries







## FLAT-OUT EVENT SPONSORS HAVE THIS TO SAY:

“ Flat-Out Events is hands down one of the best race production teams that I have had the pleasure of working with as Marketing Coordinator of nTelos Wireless’ Richmond and Hampton Roads’ markets. The staff is such a joy to work with and each take pride in their role with sponsor relations. I look forward to participating in and sponsoring Flat-Out Events each year!”

- Melissa Snook, nTelos Wireless

“ It’s great to partner with such a highly respected company - from everything from planning to executing the event - they make it a pleasure.”

- Maureen Medlin, C&F Bank

“ Being associated with Flat-Out Events has allowed me to promote my brand in a refreshing way and have a positive influence on my customers and community. I love their energy and commitment to excellence, and I love the opportunity to connect my brand with a captive audience at their fun-filled events.”

- Kevin Harrison, Chick-fil-A

**Contact Flat-Out Events to sponsor an event!**

**In doing so, you will be helping to create emotional connections, leave lasting memories, and positively impact the lives of everyone involved - from the runners and volunteers, to the spectators and fans cheering on their friends and families.**

***It’s not just about running... Join us in changing lives!***



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