



www.salisburyrowanrunners.org

Salisbury Winter Flight 8K/5K/Fun Run Sponsorship Agreement

The Salisbury Winter Flight 8K run and health walk will be held in Salisbury, North Carolina on February, 2, 2025, at 2p.m. Sunday afternoon, starting and ending at Catawba College. This is the 42nd year for this 8K (4.97 miles) race which draws up to 1,000 participants and spectators. Originated by Salisbury Rowan Runners (SRR) in 1984, Winter Flight is one of the top races in North Carolina and in the Southeast. Two years ago, the 8K drew runners from as far away as California and Hawaii. Winter Flight is also the oldest 8K in North Carolina. It is designed to appeal to walkers, joggers, casual runners, competitive runners and elite runners. Appealing to each level of fitness is a great representation of the sport. The event also includes a timed 5K Run and Fitness Walk as well as a half mile fun run for all ages. This year's event will include a Saturday night, pre-race pasta dinner with a well-known speaker still to be arranged. All sponsors receive two free tickets to the dinner.

We are delighted to be teaming up again with **Rowan Helping Ministries** for our 2025 race. Rowan Helping Ministries provides food and other means of support for those in our community who are struggling with their economic situation. The 2024 Winter Flight race earned \$15,000 for these families and individuals, and it is our goal to exceed that amount this year.

It is the intent of Salisbury Rowan Runners to promote health and fitness in the community and provide Salisbury with a well-run, exciting event. Sponsors of the race will receive recognition through advertisement and promotion of the race. There are several levels in which you may participate and have an impact on this event:

 The Forum TITLE SPONSOR -- \$5000 OR MORE – The race will bear the name of the Title Sponsor and will be included in all race promotions. As Title Sponsor, your name will be engraved on all awards. Included also will be your name and logo on all advertisement-entry forms. Distribution is expected to be at approximately 3000. In addition, the application-entry form will be published on the SRR and numerous other websites. You will also receive recognition as the major/title sponsor in any local television, radio and newspaper coverage promoting the race, as well as on the long sleeve t-shirts that go to each participant. There will be a Race Expo held in the Catawba Gym before and after the race. We welcome your banner and/or booth presentation with representatives on site to promote your company or product. We also invite the Title Sponsor to make the presentation of the race awards following the race if you choose to do so.

 GOLD SPONSOR -- \$1000 OR MORE – Included will be your logo on all application/entry forms and information in the race packet that every participant receives. Your logo will also be included on the race shirts (larger logo than that of other sponsors with the exception of Title Sponsors) and on the SRR web site. You will also receive recognition as a Gold Sponsor in any local television, radio and newspaper coverage promoting the event, as well as at the awards ceremony following the race. We also welcome your banner and/or booth presentation at the Race Expo. Sponsors at this level will receive four free entries for Winter Flight.

 SILVER SPONSOR -- \$500 OR MORE – Included will be your name and/or logo on all application/entry forms and information in the race packet that every participant receives. Your name and/or logo* will also be included on the race shirts and on the SRR web site. You will also receive recognition as a Silver Sponsor in any local

television, radio and newspaper coverage promoting the event, as well as at the awards ceremony following the race. We also welcome your banner and/or booth presentation at the Race Expo. Sponsors at this level will receive two free entries for Winter Flight.

_____ **BRONZE SPONSOR -- \$250 OR MORE** – Included will be your name on all entry forms and information in the race packet that every participant receives. Your name will also be included on the race shirts and on the SRR web site. You will also receive recognition at the awards ceremony as a Bronze Sponsor. We will also be happy to display your banner at the Race Expo. Sponsors at this level will receive one free entry into Winter Flight.

_____ **PATRON SPONSOR -- Up to \$249** - Included will be your name and any kind of advertisement you choose to go in the race packet that every participant receives. Your name will also be included on the SRR web site, and you will receive recognition at the awards ceremony as a Patron Sponsor.

Your signed agreement and payment are required by **January 10, 2025** in order to get your logo and/or name on the shirts. All sponsors over \$250 will be listed on advertisement-entry forms and in the necessary pre-race publications if received in time before printing. The earlier that you send in the agreements will allow more chances for publicity, as this race will be marketed at every opportunity. We appreciate your consideration and look forward to working with you during this event.

Sincerely,

David Freeze
President of SRR
Winter Flight Committee
(704) 310-6741
David.freeze@ctc.net

**Size of logo on race shirt is determined by level of sponsorship.*
Sponsorship contributions are tax deductible. SRR's Federal Tax ID number is 34-2022851.

Signature of Sponsor _____

Company _____ Date _____

Amount _____ *(If you donate a product, please list the cash value.)*

Please make your check payable to Salisbury Rowan Runners and return with signed sponsorship agreement (before January 10, 2025) to:

***Salisbury Rowan Runners
PO Box 1825
Salisbury, NC 28145-1825***