

GREATER MIDLAND
RACES 2024

BE GREATER • RACE LOCAL

SPONSORSHIP OPPORTUNITIES



SUPPORT

GREATER MIDLAND RACES

Our goal at Greater Midland is to provide a variety of healthy activities in our community that get all ages and abilities *moving for a lifetime!*

It takes an army of businesses and organizations like yours to come along side us and partner through financial giving, volunteerism and employee participation in order to achieve our goal!

Our partnership opportunities give a high level of exposure to thousands of local and regional families via online, print and in person outlets throughout the race season.



Together we can make Midland a healthy, thriving community.

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Need more information?

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GREATER MIDLAND
RACES 2024

BE GREATER • RACE LOCAL

BY THE

NUMBERS

38TH ANNUAL
RACE
SEASON

OVER 225
VOLUNTEERS



2,831
PARTICIPANTS

IN 2023 UP 15%
FROM 2022

81%

PARTICIPANTS
FROM MIDLAND,
BAY & SAGINAW
COUNTIES

83

COMMUNITIES
REPRESENTED IN
2022



**DIGITAL
REACH**

OVER

123,503

PEOPLE REACHED A YEAR

FACEBOOK VIEWS

57,321

GREATER MIDLAND RACES

WEBPAGE VIEWS

15.7K

GREATERMIDLAND.ORG/RACES
& DOWRUNWALK.COM

GREATER MIDLAND
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RACES

DOW RUNWALK

SATURDAY, JUNE 1



Our Flagship event! The Dow RunWalk is the largest foot-race in our community and second in our region. From our 1,500+ anticipated participants at our 39th annual Dow RunWalk (DRW) to the over 200 community volunteers this event is about a lot more than putting one foot in front of the other.

Investment in the Dow RunWalk is an investment in critical programs and services. Your dollars help individuals of all ages remain physically active, battle the negative impact of childhood obesity and provide a sense of connectedness across our community.

Your support also helps ensure entry fees remain affordable and participants enjoy a top tier race experience. While 60% of racers are City of Midland residents, runners come from over 83 Michigan cities and a dozen states. With a crowd diverse in age, race, ability and residency this event boasts an inclusive race experience and offers sponsors outstanding exposure.



REFERENCE CHART NEXT PAGE

DOW RUNWALK

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SUPPORTING \$750	+TOT TROT \$1,500	BRONZE \$1,500	+1 MILE RUN \$2,000	DRW DUO 5K+10K COMBO \$2,000	10K RUN \$2,500	SILVER \$2,500	DRW EXPO \$3,500	+RACE CREW FULL SEASON \$4,000	5K RACES RUN/WALK \$5,000	PLATINUM \$10,000
Exclusivity	Multiple	Open to 1	Multiple	Open to 1	Open to 1	Open to 1	Multiple	Multiple	Open to 1	Open to 1	Open to 1

Pre-Event Recognition

Social Media Highlights*	1	All Tot Trot	2	All 1 Mile	All DRW DUO	All 10K	3	3	All Recruitment	All 5K	On Going
GMCC Brochure Recognition*		●		●	●	●	●	●	●	●	●
Logo on Website	●	●	●	●	●	●	●	●	●	●	●
Digital Recognition Big Screens*		●	●	●	●	●	●	●	●	●	●
Press Release		●		●	●	●		●	●	●	●
Logo on Promo Material*		●	●	●	●	●	●	●	●	●	Featured

On-Site Recognition

Award Branding		Ribbons		Ribbons & Awards	Finisher & Award	Finisher & Award				Finisher & Award	Neck Ribbon
Expo Opportunity	●	●	●	●	●	●	●	●	●	●	●
T-shirt Logo		Tot Trot	●	●	●	●	●	●	Race Crew	●	●
Logo at Start/Finish		Tot Trot	●	●	●	●	●	●	●	●	●
Complimentary Entries				10	2	2	3	3	2	5	10
Race Day Announcement*		●	●	●	●	●	●	●	●	●	●
Official Race Starter		●		●		●				●	
Post-Race Presence		●	●	●	●	●	●	●	●	●	●
Award Presenter		Tot Trot		1 Mile	Finish	Finish	Finish	Finish		Finish	Finish
Items to Give Away	●	●	●	●	●	●	●	●	●	●	●

+Two-year commitment

*Varies based on level

RACES



TRI-KIDS-TRY

FRIDAY, JULY 19 - SATURDAY, JULY 20

This event changes kids lives! It will challenge them, emphasize building healthy habits, self-esteem and confidence. Your investment in TKT will help us continue to teach kids the life-saving skill of swimming and help many children reach the center for disease control guidelines for physical activity levels.

As one of the only standalone youth triathlon events in the state, this is a unique opportunity to reach young families with kids ages 3-15! TKT participation is over 300 strong and we pulled from over 40 Michigan communities this year.

If this is your demographic or you just enjoy supporting the future generation. This is the race for you! Sponsor a specific discipline or the entire race. Options for every budget and marketing goal!

REFERENCE CHART NEXT PAGE



TRI-KIDS-TRY

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	TKT FRIEND \$500	+TRANSITION \$750	+SWIM SPONSOR \$750	+BIKE SPONSOR \$750	+RUN SPONSOR \$750	+MINI TKT SPONSOR \$1,500	+PRESENTING SPONSOR \$3,500	+RACE CREW FULL SEASON \$4,000
Exclusivity	Multiple	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1	Open to 1

Pre-Event Recognition

Social Media Highlights*	1	2	2	2	2	Ongoing	Ongoing	All Recruitment
GMCC Brochure Recognition*	●	●	●	●	●	●	●	●
Logo on Website	●	●	●	●	●	●	●	●
Digital Recognition Big Screens*		●	●	●	●	●	●	●
Press Release						●	●	●
Logo on Promo Material*		●	●	●	●	●	●	All Recruitment

On-Site Recognition

Award Branding						On Ribbon	Neck Ribbon	
T-shirt Logo		●	●	●	●	Mini Shirt Back	Featured	Race Crew
Logo at Event	●	●	●	●	●	Mini TKT	●	●
Complimentary Entries							2	
Race Day Announcement*	●	●	●	●	●	Mini TKT	Featured	●
Post-Race Presence		●	●	●	●	●	●	
Award Presenter						●	●	
Items to Give Away	●	●	●	●	●	●	●	●

+Two-year commitment

*Varies based on level

RACES



RUN THE RIVER

FRIDAY, AUGUST 2

Partnered with Midland Area River Days Festival, this race offers an evening of activities from a 5K to zip-lining, music, hot air balloons, beer tent and more!

*NEW in 2024: A 1 MILE RUN!

While open to all ages, Run the River is geared towards young professionals looking to stay active physically and healthy through connection. As part of River Days; partnership opportunities offer double exposure to the race and event attendees!

From RTR supporter to presenting sponsor, there are options for every commitment level.

REFERENCE CHART NEXT PAGE

A fantastic part of:



RUN THE RIVER

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SUPPORTING \$300	+1 MILE \$500	+DRINK \$1,000	+PRESENTING \$2,500	+RACE CREW FULL SEASON \$4,000
Exclusivity	Multiple	Open to 1	Open to 1	Open to 1	Open to 1
Pre-Event Recognition					
Social Media Highlights*	1	All 1 Mile	On Going	On Going	All Recruitment
GMCC Brochure Recognition*	●	●	●	●	●
Logo on Website	●	●	●	●	●
Digital Recognition Big Screens*	●	●	●	●	●
Press Release		●	●	●	●
Logo on Promo Material*		●	●	●	●
On-Site Recognition					
Award Branding			Drink Ticket	Pint Glass	Race Crew T-shirt
Logo at Start/Finish		●	●	●	●
Logo at Event	●	●	●	Pint Glass	●
Complimentary Entries	●	5	2	4	2
Race Day Announcement*		●	●	●	●
Race Presence		●		●	
Items to Give Away	●	●	●	●	●

+Two-year commitment

*Varies based on level

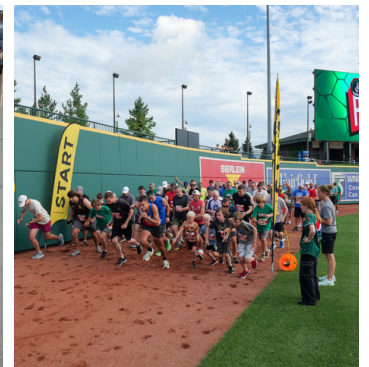
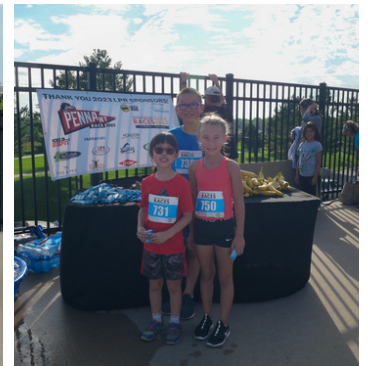
RACES

LOONS PENNANT RACE

FRIDAY, AUGUST 23

We've joined the Great Lakes Loons as they make a "Run for the Pennant!". All participants start and finish inside Dow Diamond and receive a game ticket along with all the other race swag!

Marketing bonus! The Loons Pennant Race is a unique partnership with the Great Lakes Loons & Dow Diamond. We'll put the full baseball season to work promoting the race and your business!



LOONS PENNANT RACE

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	+1 MILE SPONSOR \$500	OUTFIELD SPONSOR \$650	INFIELD SPONSOR \$1,000	+RACE CREW FULL SEASON \$4,000	+HOMERUN SPONSOR \$4,000
Exclusivity	Open to 1	Multiple	Multiple	Open to 1	Open to 1
Pre-Event Recognition					
Social Media Highlights*	All 1 Mile	2	4	All Recruitment	Ongoing
GMCC Brochure Recognition*	●	●	●	●	●
Logo on Website	●		●	●	●
Digital Recognition Big Screens*	●	●	●	●	●
Press Release	●			●	●
Logo on Promo Material*	●	●	●	●	●
On-Site Recognition					
Dow Diamond/Loons Season Recognition**	●				●
Award Branding	●				●
T-shirt Logo	●	●	●	Race Crew	●
Logo at Start/Finish**	Packet Pickup & Finish	●	●	●	Packet Pickup & Finish
Complimentary Entries	5	1	2	2	8
Race Day Announcement**	●	●	●	●	●
Official Race Starter	On Field				On Field
Post-Race Presence**	●	●	●		●
Award Presenter	●				●
Items to Giveaway	●	●	●	●	●

+Two-year commitment

*Varies based on level

**Dependent on exclusivity agreements with stadium

GM RACE FULL SEASON

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	HYDRATION IN KIND OR \$1,000	REFUELING STATION IN KIND OR \$2,000	+1 MILE ALL SEASON \$2,500 FULL VALUE \$3,000	IN FOR THE SEASON \$3,000 FULL VALUE \$3,300	MIDLAND TRIPLE CHALLENGE 5K: \$500 ADD ON 1 MILE: \$750	*RACE CREW FULL SEASON \$4,000
Exclusivity	Open to 1	Open to 1	Open to 1	Multiple	Multiple	Open to 1

Pre-Event Recognition

Social Media Highlights*	2 Each Race	2 Each Race	All 1 Mile Races	Based on Each Race Level	All Triple Challenge	All Recruitment
GMCC Brochure Recognition*	●	●	●	●	●	●
Logo on Website	All Races	All Races	All Races	All Races	All Races	All Races
Digital Recognition Big Screens*	●	●	●	●	●	●
Press Release			●		●	●
Logo on Promo Material*	All Races	All Races	All 1 Mile Races	Based on Each Race Level	All Triple Challenge	All Races

On-Site Recognition

T-shirt Logo*	●	●	●	Based on Each Race Level	Triple Challenge Wearable	Race Crew
Logo at Event	●	●	All 1 Mile Benefits	●		●
Complimentary Entries	2 Choose Race	4 Choose Race	●	Based on Each Race Level		2 Per Race
Race Day Announcement*	●	●	●	●	●	●
DRW Expo	●	●	●	●	●	●

+Two-year commitment

*Varies based on level

MIDLAND

TRIPLE CHALLENGE

Our collection of 3 races will motivate participants to stay healthy and strong while supporting community events and fundraising efforts all season long!

This is a great way to increase your exposure across the entirety of the race season. Exclusive* naming opportunities give your organization a unique spot in our races line-up!

Sponsor will receive logo on custom medal neck ribbon, custom wearable, recognition in all T5K or T1MI promotion - full race season, through social media, race day announcement recognition, community partner recognition.

FIRST-COME, FIRST-SERVE for Dow RunWalk 10K, 5K or Duo Sponsors and Presenting sponsors of Run the River and Loons Pennant Race.

\$500 ADD ON for TRIPLE 5K CHALLENGE *5 AVAILABLE

FIRST RIGHTS to Dow RunWalk 1Mile or Full Season 1 Mile sponsor.

\$750 TRIPLE 1MILE CHALLENGE (YOUTH) *1 AVAILABLE

