

Big Peach Sizzler 10K & 5K

Atlanta's Labor Day Tradition



2018 Sponsorship Opportunities

The Race



For more than 25 years “The Sizzler” has been a favorite of Atlanta area runners. Since 2012 “The Sizzler” has been the primary fundraiser for Miles for Cystic Fibrosis. Miles for Cystic Fibrosis is an Atlanta based 501 c-3 providing services and support to individuals living with CF. The race features a unique, fast course, amazing SWAG, and is famous for a fun-filled post race celebration.

Male/Female
48%/52%

Annual Household Income
\$75,000+ (62%)

Reside in N. Metro ATL
81%

Avg # of Participants
2000

Miles for
Cystic Fibrosis

Connect



Engage runners, volunteers, fundraisers, and their families in the months leading up to the race, during the race, and after the race through our website, email, print, social media, and grass roots event marketing.

Interact face to face with participants, volunteers, and spectators at the post-race celebration.

Select a standard sponsorship package or ask us about a custom package
Your involvement directly benefits individuals living with Cystic Fibrosis.

Miles for
Cystic Fibrosis



2018 Sponsorship Levels

Platinum	\$5,000
Gold	\$2,500
Signature Elements Choice of: (On Course Hydration Stations, Participant Race Photographs, Hospitality Tent, Beer Garden, or Cooling Towels)	Varies
Silver	\$1,000
Bronze	\$500
Friend Choice of Virtual Race Bag Ad or Race Day Booth Space	\$250



Sponsor Benefits

(Available from the receipt of payment through September 30, 2018)

PLATINUM SPONSORSHIP \$5,000

Category Exclusivity

- Designated as Official Provider

Logo Placement

- Big Peach Sizzler 10K & 5K website (Tier 1 placement with link to your website)
- Big Peach Sizzler 10K & 5K marketing and correspondence emails through The Big Peach Sizzler 10K & 5K Participant, Volunteer, and Team 65ROSES databases
- Start/finish line banner.
- Race entry forms, promotional postcards and posters
- Race shirts (Tier 1 placement and sizing)

Digital Promotions

- Tier 1 ad space in Virtual Race Bag. (content supplied by sponsor.)
- One (1) dedicated Eblast and Facebook post.
- Right to advertise as “Official Sponsor” of the Big Peach Sizzler 10K and 5K.

Race Day

- 10x10 space at the post race festival (10'x10' tent, 1 table, 2 chairs provided. Company branded tent is responsibility of sponsor.)
- Recognition by announcers throughout event and awards ceremony

Hospitality

- Ten (10) complimentary individual entries



GOLD SPONSORSHIP \$2,500

Category Exclusivity

- Designated as Official Provider

Logo Placement

- Big Peach Sizzler 10K and 5K website (Tier 2 placement with link to your website)
- Big Peach Sizzler 10K & 5k marketing and correspondence emails through The Big Peach Sizzler 10K Participant, Volunteer, and Team 65ROSES databases
- Race shirts (Tier 2 placement and sizing)

Digital Promotions

- Tier 2 ad space in Virtual Race Bag. (content supplied by sponsor.)
- Right to advertise as “Official Sponsor” of the Big Peach Sizzler 10K & 5k .
- Included in Eblast and Facebook post

Race Day

- 10x10 space at the post race festival (10'x10' tent, 1 table, 2 chairs provided. Company branded tent is responsibility of sponsor.)
- Recognition by announcers throughout event and awards ceremony

Hospitality

- Six (6) complimentary individual entries



SIGNATURE ELEMENT SPONSORSHIP (Cost varies based on Element)

Available Signature Elements – Race Photography, On Course Hydration Stations, Beer Garden, Hospitality Tent, or Cooling Towels

Logo Placement

- Big Peach Sizzler 10K & 5k website (Tier 3 placement with link to your website)
- Course maps, start/finish maps, event instructions, or individual race photos
- Race shirts (Tier 3 placement and sizing)

Digital Promotions

- Tier 3 ad space in Virtual Race Bag. (content supplied by sponsor.)
- Incorporation into Eblast and Facebook post.
- Right to advertise as “Official Sponsor” of the Big Peach Sizzler 10K.

Race Day

- 10x10 space at the post race festival (10’x10’ tent, 1 table, 2 chairs provided. Company branded tent is responsibility of sponsor.)
- Recognition by announcers throughout event and awards ceremony
- Opportunity for sponsor to provide additional company branding for signature element.

Hospitality

- Four (4) complimentary individual entries



SILVER SPONSORSHIP \$1,000

Logo Placement

- Big Peach Sizzler 10K & 5k website (Tier 3 placement with link to your website)
- Race shirts (Tier 3 placement and sizing)

Digital Promotions

- Tier 3 ad space in Virtual Race Bag. (content supplied by sponsor.)
- Right to advertise as “Official Sponsor” of the Big Peach Sizzler 10K.

Race Day

- 10x10 space at the post race festival (10’x10’ tent, 1 table, 2 chairs provided. Company branded tent is responsibility of sponsor.)
- Recognition by announcers throughout event and awards ceremony

Hospitality

- Three (3) complimentary individual entries



BRONZE SPONSORSHIP \$500

Logo Placement

- Big Peach Sizzler 10K & 5k website (Tier 4 placement with link to your website)
- Race shirts (Tier 4 placement and sizing)

Digital Promotions

- Tier 4 ad space in Virtual Race Bag. (content supplied by sponsor.)

Race Day

- 10x10 space at the post race festival (Tent, table, chair rental available. Company branded tent is responsibility of sponsor.)

Hospitality

- One (1) complimentary individual entries



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Virtual Race Bag - \$250

- Tier 4 Placement in the Virtual Race Bag (Sponsor provides content)

Packet Pick-up Vendor - \$250 (Limited availability)

- Table or tent space during 2 day packet pick-up event September 1-2

Post Race Festival Vendor - \$250

- 10x10 space at the post race festival (Tent, table, chair rental available. Company branded tent is responsibility of sponsor.)

In Kind Donations

- Benefits package for In-Kind Sponsors are customized to reflect the value of the donation



Contact Us

- Jayne Nickell,
 - Event Manager
 - Big Peach Sizzler 10K
 - jnickell@milesforcf.org
 - 404.202.0568