

PAT TILLMAN  $\Pi$  FOUNDATION

# APRIL 23, 2022

PAT'S RUN

Together again in-person in Tempe, Arizona and virtually around the world | www.patsrun.org

# SPONSORSHIP OPPORTUNITIES



PAT'S RUM

#### MISSION

Our mission is to **unite and** empower remarkable military veterans and spouses as the next generation of public and private sector leaders committed to service beyond self.









Tillman Scholars are military veterans and spouses with a high potential for impact. They served their country and believe that their best years of service are ahead of them, with a commitment to strengthening communities at home and around the world. The tenets of the Tillman Scholar Program are:

#### **SCHOLARSHIPS**

Annual funding for academic expenses, including tuition, books, and living expenses.

#### **GLOBAL COMMUNITY**

Access to a community of high-performing peers, mentors and industry leaders.

#### **LEADERSHIP DEVELOPMENT**

Opportunities to advance knowledge, skills, and experience.

**SERVICE** Dedication to service beyond self in and out of uniform.



#### **SCHOLARSHIP**

A lifelong learner, passionate about intellectual growth.

**HUMBLE LEADERSHIP** Selflessly committed to leading by example.



#### IMPACT

Determined to unite others and advance ideas that change the world.





#### **ABOUT PAT'S RUN**

Pat's Run is the signature fundraising event of the Pat Tillman Foundation. All net proceeds invest directly in our mission and Tillman Scholars. Pat's Run is a 4.2 Mile road race



started in 2005 to honor Pat Tillman's sacrifice, life, and legacy. Participation continues to grow and sell out each year with 28,000 walkers and runners crossing the finish line on the field inside Sun Devil Stadium and virtually around the world.

#### **CELEBRATE WITH US AND SUPPORT OUR COMMUNITY**

We invite you to participate, donate, sponsor, and support in all of the ways that are meaningful to you. Pat never stopped listening to that tenacious inner voice that pushed him forward; you are a crucial partner in carrying on his legacy through our Tillman Scholars.

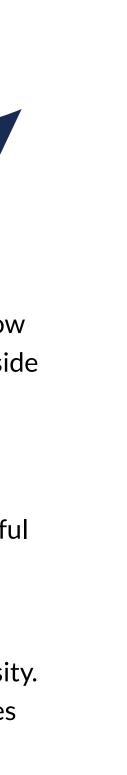
We are planning for an in-person live event with the City of Tempe and Arizona State University. You can pledge your sponsorship commitment with confidence knowing your support includes benefits for your employees, your organization, and our community. We offer ultimate sponsorship fulfillment flexibility with diverse and comprehensive sponsorship packages. Check out the impactful opportunities below and let us know how we can partner with you!

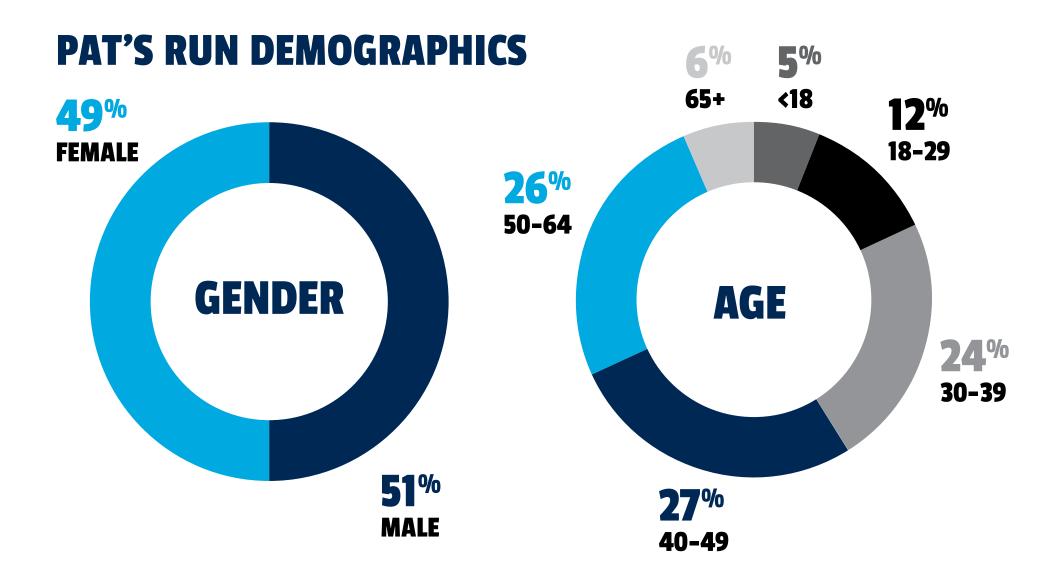
#### **SPONSORSHIP SUPPORT OPTIONS INCLUDE:**

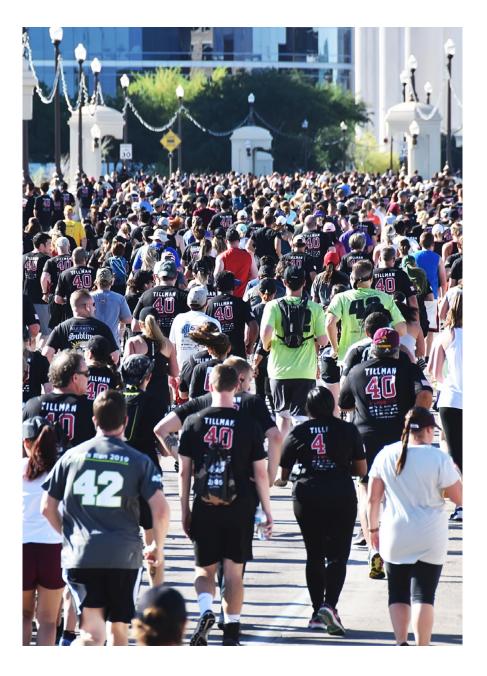
- Community Impact and Charitable **Outreach Fulfillment**
- Marketing Activation and Brand Presence
- Group Hospitality and Exclusive VIP Experiences

- Employee Team Building, Wellness, and Volunteer Initiatives
- Employee Registration and **Participation Support**

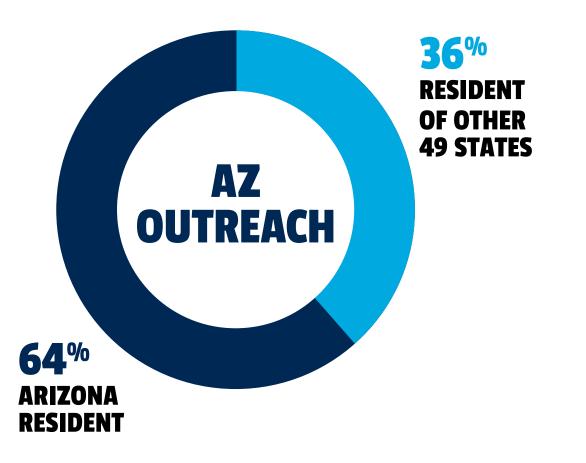
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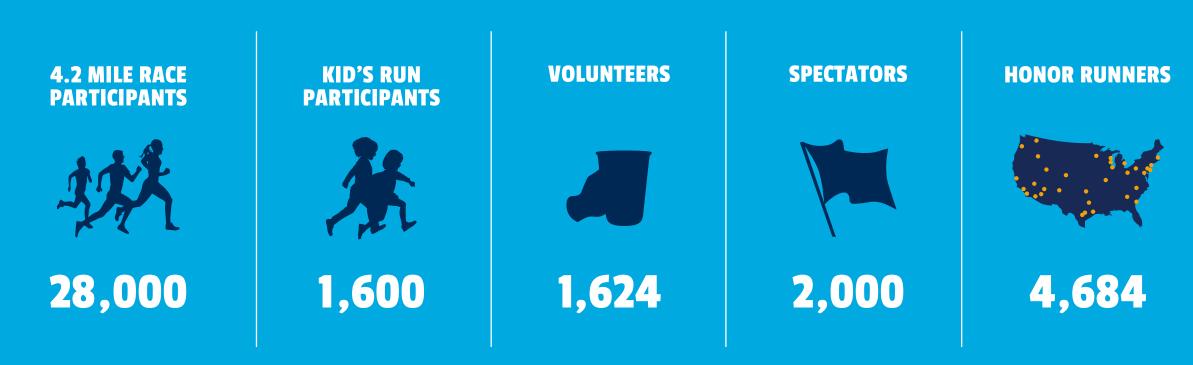




#### **ARIZONA OUTREACH (22,373)**



#### **2019 PAT'S RUN PARTICIPATION BY THE NUMBERS**



Honor Runs are casual, family-friendly, in-person versions of Pat's Run hosted by the ASU Alumni Association in these cities.

#### **PAST HONOR RUN CITIES**

Atlanta, GA	Dallas-Fort Worth, TX	Newport Beach, CA	San Franciso, CA
Austin,TX	Denver, CO	Honolulu, HI	San Jose, CA
Baltimore, MD	Detroit, MI	New York, NY	Seattle, WA
Boise, ID	Flagstaff, AZ	Oklahoma City, OK	South Jersey
Boston, MA	Houston, TX	Omaha, NE	Spokane, WA
Charleston, SC	Indianapolis, IN	Philadelphia, PA	St. Louis, MO
Charlotte, NC	Las Vegas, NV	Portland, OR	Tucson, AZ
Chicago, IL	Los Angeles, CA	Salt Lake City, UT	Twin Cities, MN
Colorado Springs, CO	Madison, WI	San Antonio, TX	Washington, DC
Columbus, OH	Miami, FL	San Diego, CA	







#### **BRAND MARKETING AND MEDIA OUTREACH PROMOTING OUR PARTNERS**

Partners like you can be a part of our multichannel Pat's Run marketing and media campaign. In addition to highlighting the growth of the foundation and the impact of the Tillman Scholars, we are committed to showcasing the generous support of our race sponsors and participants. Partners receive invaluable media exposure for their brands in front of a national network of supporters who care deeply about empowering our nation's veterans, military families, and the greater community.



#### **MEDIA PARTNERS**



Arizona's Family 05 azfamily.com









#### OUTREACH



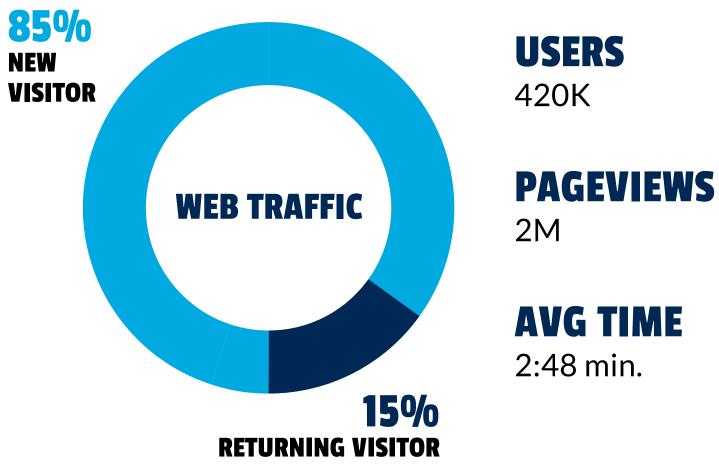
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19,100





#### **ANNUAL WEB TRAFFIC** ptf.org



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#### **PARTNER BENEFITS AND OPPORTUNITIES**

### \$75,000 PRESENTING

- Exclusive logo placement (front) on all 34,000 Pat's Run race shirts
- Exclusive logo placement with Pat's Run logo in all race materials
- Exclusive logo and name inclusion in television media partner promotions and race coverage
- Speaking opportunity for company representative on race day
- Volunteer group opportunity of choice
- Three dedicated individual social media posts
- Start line banners (4), finish line banners (4) (you produce)
- 20 x 20 expo space (premier location) race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Top tier logo recognition on race poster
- Full page ad in official race program
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Top tier logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 40
- Race day hospitality tent passes: 20
- Kickoff Reception invitations: 20

## **\$20,000 KIDS RUN** One (1) Available

- Exclusive logo placement (front) on all Kids Run shirts
- "Presented by" included in all Kid's Run Communications
- One dedicated individual social media posts
- Sponsor representative to assist in starting Kids Run
- Signage/ banner opportunities in Kids Corner
- Start line banners (2), finish line banners (2) (you produce)
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/Video recognition on video screens
- Half page ad in official race program
- Real estate in Kids Corner for displays, inflatables, mobile units etc.
- Opportunity to provide kids goodie bags and/or items for goodie bags
- Logo placement in Arizona Republic Thank You Ad
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 15
- Race day hospitality tent passes: 6
- Kickoff Reception invitations: 6

# **\$42,000 PLATINUM** Two (2) Available

- Exclusive logo placement (sleeve) on all 34,000 Pat's Run race shirts
- Volunteer group opportunity of choice.
- Two dedicated individual social media posts
- Start line banners (3), finish line banners (3) (you produce)
- Race Day Hospitality Tent signage opportunities
- 20 x 20 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Full page ad in official race program
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 25
- Race day hospitality tent passes: 10
- Kickoff Reception invitations: 10

### **\$30,000 GOLD** Three (3) Available

- Logo placement (top tier) on back of all 34,000 Pat's Run race shirts
- Exclusive opportunity to volunteer and host an aid station on the course with exclusive branding and signage opportunities
- Volunteer group opportunities priority
- Two dedicated individual social media posts
- Start line banners (3), finish line banners (3) (you produce)
- 20x20 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Half page ad in official race program
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 20
- Race day hospitality tent passes: 8
- Kickoff Reception invitations: 8

# **\$20,000 SILVER** Six (6) Available

- Logo placement on back of all 34,000 Pat's Run race shirts
- One dedicated individual social media posts
- Start line banners (2), finish line banners (2) (you produce)
- 10x10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Quarter page ad in official race program
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 15
- Race day hospitality tent passes: 6
- Kickoff Reception invitations: 6

### **\$10,000 BRONZE** Five (5) Available

- Partner group social media post
- Start line banners (1), finish line banners (1) (you produce)
- 10x10 expo space in race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Logo/video recognition on video screens
- Quarter page ad in official race program
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 10
- Race day hospitality tent passes: 4
- Kickoff Reception invitations: 4

#### \$25,000 IN-KIND LEADER

- Logo placement on back of all 34,000 Pat's Run race shirts
- Partner group social media post
- Start line banners (2), finish line banners (2) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Logo/video recognition on video screens
- Logo recognition on race poster
- Half page ad in official race program
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 15
- Race day hospitality tent passes: 6
- Kickoff Reception invitations: 6

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# **\$20,000 MEDAL** One (1) Available

- Exclusive logo featured on 28,000 race medal ribbons
- Partner group social media post
- Start line banners (1), finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo recognition on video screens
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 15
- Race day hospitality tent passes: 6
- Kickoff Reception invitations: 6

#### **\$15,000 BIB** One (1) Available

- Exclusive logo featured on 28,000 race bibs
- Partner group social media post
- Start line banners (1), finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo/video recognition on video screens
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 10
- Race day hospitality tent passes: 4
- Kickoff Reception invitations: 4

#### **\$15,000 PHOTOGRAPHY** One (1) Available

- Exclusive logo professional and registration platform uploaded photos
- Partner group social media post
- Start line banners (1), finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo/video recognition on video screens
- Logo recognition in all Pat's Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 10
- Race day hospitality tent passes: 4
- Kickoff Reception invitations: 4

#### **\$10,000 VOLUNTEER** One (1) Available

- Exclusive logo on all volunteer race crew t-shirts (2,500)
- Name and logo on all race communications for volunteer race crew • Partner group social media post
- Start line banners (1), finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff Reception invitations: 2

### **\$10,000 KICKOFF RECEPTION** One (1) Available

- Signage opportunities at VIP reception • "Presented by" on all reception communications
- Partner group social media post
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Giveaway opportunities during VIP Reception
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff Reception invitations: 10

#### **\$10,000** | **AFTER PARTY** One (1) Available

- Signage opportunities throughout After Party
- Logo placement on all communication promoting After Party
- Partner group social media post
- Name recognition announcement at finish line • Registration platform logo placement (RunSignUp)
- Giveaway opportunities at After Party
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad Logo/video recognition on video screens
- Complimentary race entries: 6 • Race day hospitality tent passes: 2
- Kickoff Reception invitations: 2

### **\$5,000 RACE RESULTS** One (1) Available

- Logo placement on all finisher certificates
- Logo and hyperlinks within RaceJoy Race App
- Registration platform logo placement (RunSignUp)
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 4
- Race day hospitality tent passes: 2
- Kickoff reception invitations: 2

# **\$5,000 CORRAL ROW** Four (4) Available

- Logo placement on row of seven corrals
- Opportunity to place up to 7 additional total banners on corral row
- Name recognition announcement at start line for corral row
- Complimentary race entries: 4

## **\$2,500** | **MILE MARKER** Four (4) Available

- Logo placement on one race route mile marker
- Opportunity to place additional signage at mile marker
- Complimentary race entries: 2

\$3,000	RACE DAY EXPO
	20 X 20 BOOTH (We Provide Tent)
\$2,000	<b>RACE DAY EXPO</b>
	20 X 20 BOOTH (You Provide Tent)
\$1,500	<b>RACE DAY EXPO</b>
	10 X 10 BOOTH (We Provide Tent)
\$1,000	<b>RACE DAY EXPO</b>
	10 X 10 BOOTH (You Provide Tent)
\$1,500	<b>PACKET PICKUP</b>
	<b>10 X 10 BOOTH</b> (We Provide Tent)
\$1,000	<b>PACKET PICKUP</b>
	10 X 10 BOOTH (You Provide Tent)

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# **2022 SPONSORSHIP COMMITMENT FORM**

#### **PAYMENT OPTIONS:**

Enclosed, please find a check made payable to the Pat Tillman Foundation (Mail checks to the address below)

#### I/We support at the sponsorship level(s) marked below:

Presenting Sponsor	- \$75,000
Platinum Sponsor	- \$42,000
Gold Sponsor	- \$30,000
Silver Sponsor	- \$20,000
Bronze Sponsor	-\$10,000
Kids Run Sponsor	- \$20,000
Medal Sponsor	- \$20,000
BIB Sponsor	- \$15,000
Photography	- \$15,000
Volunteer Sponsor	- \$10,000
Kickoff Reception Sponsor	-\$10,000
After Party Sponsor	-\$10,000
In-Kind Leader Sponsor	- \$25,000
Race Results Sponsor	- \$5,000
Corral Row Sponsor	- \$5,000
Mile Marker Sponsor	- \$2,500
Race Day Expo 20 x 20 Booth (We provide tent) —	- \$3,000
Race Day Expo 20 x 20 Booth (You provide tent) —	- \$2,000
Race Day Expo 10 x 10 Booth (We provide tent) —	- \$1,500
Race Day Expo 10 x 10 Booth (You provide tent) —	- \$1,000
Packet Pickup 10 x 10 Booth (We provide tent) —	- \$1,500
Packet Pickup 10 x 10 Booth (You provide tent)	- \$1,000

In order to appropriately recognize your sponsor	hip, please complete the information below:	
COMPANY NAME	SIGNATURE	
CONTACT NAME	EMAIL	
PHONE NUMBER	DATE	
COMPANY NAME (as you would like it to appear in spons	or materials)	
COMPANY ADDRESS		
CITY	STATE ZIP	
Contact person regarding marketing materials, logo	s, and promotional benefits:	
NAME	PHONE	



