



6th Annual Guardian Mile Saturday July 27, 2024 Hope Memorial Bridge

GOH RUN / Guardian Mile Sponsorship Opportunities

*GOH Run is a nonprofit (501(c)(3)) founded in 2018 to promote health and fitness in the community through the sport of running. Expanding access to quality youth programming is especially critical to our mission. We offer camps, lectures, races, and other engaging activities. We aim to provide unique experiences and mentorship. The Guardian Mile provides the entire Northeast Ohio running community, and particularly our youngest runners, with the opportunity to race a challenging and iconic course while interacting with and learning from some of the best runners in the world. **NB: The following provides a rough outline of traditionally available sponsorship opportunities – we are open to discussion of other ideas as well! As a 501(c)(3), donations to GOH Run to support the Guardian Mile are tax deductible.***

Corporate Sponsorship

Frontrunner (Event Presenting Sponsor) - \$50k donation or in-kind [Available - 1 sponsor]

- We will acknowledge your support as a presenting sponsor for the Guardian Mile for 2024 (GOH Run is open to discussing a multiyear agreement as well)
 - E.g. "The GOH Run Guardian Mile, presented by Acme Corp."
- We will acknowledge your support through the placement of a corporate logo or wordmark on Lorain-Carnegie bridge during the event (pending approval of City of Cleveland)
- Primary acknowledgement from start and finish line MCs throughout event
- Up to 1,000 feet of sponsor provided snow fencing can be used near the finish line
- Primary acknowledgement on social media - **at least 5 social media posts** across Guardian Mile accounts (**over 1900 Instagram followers more than 3k across all accounts**) or by participating elite athletes (some with more than 100k followers) leading up to / after event
- **Acknowledgement on video feed of elite heats** posted on Instagram and YouTube after the race (**~150k total views in 2023 between Guardian Mile and Citius Mag platforms**)
- Primary placement on race bibs, race / registration website, and Finish Line Thank-You Banner
- First choice for location of signage at race start, finish and on racecourse
- First choice of sponsorship opportunities related to all other GOH Run events (ex. races, trivia fundraisers, youth programming, etc.)
- Inclusion of **8 x 10 materials** in race swag bags (**just under 900 in 2023**)
- Includes **at least 20 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request
 - Free entries are available for personal use by sponsor employees, family, friends, etc., but can also be donated to youth runners in need if sponsor does not use all of them (and donated entries acknowledged by GOH Run)

Hometown Hero - \$25k donation or in-kind [Available – up to 3 sponsors]

- We will acknowledge your support in the title of the men's and women's elite heats (includes custom race bib for all elite athletes) [**Heat Sponsor confirmed for 2024**], or other agreed upon acknowledgement of similar recognition
- Secondary acknowledgement from start and finish line MCs
- Secondary acknowledgement on social media - **at least 4 social media posts** across Guardian Mile accounts (**over 1900 Instagram followers more than 3k across all accounts**) or by elite athletes leading up to / after event
- **Acknowledgement on video feed of elite heats** posted on Instagram and YouTube after the race (**~150k total views in 2023 between Guardian Mile and Citius Mag platforms**)
- Secondary placement on race bibs, race / registration website, and Finish Line Thank-You Banner
- Second choice for location of signage at race start, finish, and on the bridge
- Second choice of sponsorship opportunities related to other GOH Run events (except youth programming)
- Inclusion of **3x5 materials** in race swag bags (**just under 900 in 2023**)
- Includes **at least 10 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Local Legend - \$10k donation or in-kind [Available – up to 5 sponsors]

- We will acknowledge your support in the title of the High School / Youth heats (includes custom race bib for all HS / Youth runners) **[Heat Sponsor confirmed for 2024]**, or other agreed upon acknowledgement of similar recognition
 - **E.g. presenting sponsor for elite athlete lodging and transport**
- Acknowledgement from start and finish line MCs and Instagram live stream during relevant heat / heat awards
- Social media acknowledgement – **at least 3 social media posts** across Guardian Mile accounts or by elite athletes leading up to / after event (**over 1900 Instagram followers more than 3k across all accounts**) and recognition on **Guardian Mile IG live stream of relevant heats**
- Unique opportunity for outreach from HS / Youth Heat Sponsor at the Northeast Ohio Cross Country Camp (~**250 campers / week**) in 2 weeks leading up to Guardian Mile and GOH Run high school / youth team outreach throughout the summer
- Placement on race bibs, race / registration website, and Finish Line Thank-You Banner
- Third choice for location of signage at race start, finish, and on the bridge
- **HS / Youth Heat Sponsor has second choice** (after Front Runner) of sponsorship opportunities for all GOH Run youth programming (including partnership with Boys & Girls Club of Northeast Ohio), third choice for all other GOH Run events
- Inclusion of **3x5 materials** in race swag bags (**just under 900 in 2023**)
- Includes **at least 8 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Community Champion - \$5k donation or in-kind [AVAILABLE for 2024 – up to 10 sponsors]

- We will acknowledge your support in the title of the Community heat (includes custom race bib for all Community runners) **[Heat Sponsor confirmed for 2024]**, or other agreed upon acknowledgement of similar recognition
 - **E.g. presenting sponsor for elite athlete / VIP dinner or community after party**
- Acknowledgement from start and finish line MCs during relevant heat and heat awards
- Social media acknowledgement – **at least 2 social media posts** across Guardian Mile accounts or by elite athletes leading up to / after event (**over 1900 Instagram followers more than 3k across all accounts**) and recognition on **Guardian Mile IG live stream of relevant heats**
- Unique opportunity for outreach at official Guardian Mile training groups through local run specialty store for Community Heat Sponsor
- Placement on race bibs, race / registration website, and Finish Line Thank-You Banner
- Choice of signage at race start, finish, or on the bridge
- Possible sponsorship opportunities related to other GOH Run events (inquire if interested)
- Inclusion of **3x5 materials** in race swag bags (**just under 900 in 2023**)
- Includes **at least 5 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Road Warrior - \$3k donation or similar in-kind [AVAILABLE for 2024 – up to 15 sponsors]

- We will acknowledge your support in the title of the Masters heat (includes custom race bib for all Masters runners) **[Heat Sponsor confirmed for 2024]**, or other agreed upon acknowledgement of similar recognition
 - **E.g.: presenting sponsor for race video board**
- Acknowledgement from start and finish line MCs during relevant heat and heat awards
- Social media acknowledgement – **at least 2 social media posts** across Guardian Mile accounts or by elite athletes leading up to / after event (**over 1900 Instagram followers more than 3k across all accounts**) and recognition on **Guardian Mile IG live stream of relevant heats**
- Unique opportunity for outreach at official Guardian Mile training groups through local run specialty store
- Placement on race bibs, race / registration website, and Finish Line Thank-You Banner
- Choice of signage at race start, finish, or on the bridge
- Possible sponsorship opportunities related to other GOH Run events (inquire if interested)
- Inclusion of **3x5 materials** in race swag bags (**just under 900 in 2023**)
- Includes **at least 5 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Bridging the Gap (Bridge Level) - \$500 to \$2,500 donation or similar in-kind [AVAILABLE for 2024 – up to 20 sponsors]

- Sponsors of at least \$1,000 are eligible for acknowledgement in partial title of a heat or division (e.g., 'Acme Corp. Stroller Division') **[Stroller Division sponsor confirmed for 2024]**
- Potential to present specific items or race weekend events by agreement
 - **E.g.: presenting sponsor for elite race halfway "prime" bonus and / or half mile mark or E.g.: Community "Run with the Pros" breakfast on Sunday morning**
- Acknowledgement from start and finish line MCs during relevant division and awards guaranteed for **sponsors of at least \$1,000**
- Social media acknowledgement – **at least 1 social media post** across Guardian Mile accounts or by elite athletes leading up to / after event (**over 1900 Instagram followers more than 3k across all accounts**) and recognition on **Guardian Mile IG live stream of relevant heats for division sponsors**
- Sponsors of at least \$500 are guaranteed to receive acknowledgement on race bibs, race / registration website, and Finish Line Thank-You Banner
- Possible sponsorship opportunities related to other GOH Run events (inquire if interested)
- Inclusion of **business card size materials** in race swag bags (**just under 900 in 2023**)
- Includes **2-4 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Individual Sponsorship [OPEN for 2024 - unlimited]

Option 1: Gold Medal - \$1k donation or similar in-kind

- Individual Sponsors of at least \$1,000 are eligible for acknowledgement in partial title of a heat or division (e.g., 'Stroller Division presented by the Smith Family')
- Potential to present specific items or race weekend events by agreement
 - **E.g.: presenting sponsor for elite race halfway "prime" bonus and / or half mile mark**
- Acknowledgement from start and finish line MCs during relevant division and awards
- Social media acknowledgement – **at least 1 social media post** across Guardian Mile accounts or by elite athletes leading up to / after event
- Sponsors of at least \$500 are guaranteed to receive acknowledgement on race / registration website, and Finish Line Thank-You Banner
- Possible sponsorship opportunities related to other GOH Run events (inquire if interested)
- Inclusion of **business card size materials** in race swag bags (**just under 900 in 2023**)
- Includes **2-4 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Option 2: Silver Medal - \$500 donation or similar in-kind

- Potential to present specific items or race weekend events by agreement
 - **E.g.: presenting sponsor for Community "Run with the Pros" breakfast on Sunday morning**
- Acknowledgement from start and finish line MCs during relevant division and awards if time permits
- Social media acknowledgement – **at least 1 social media post** across Guardian Mile accounts or by elite athletes leading up to / after event
- Sponsors of at least \$500 are guaranteed to receive acknowledgement on race / registration website, and Finish Line Thank-You Banner
- Possible sponsorship opportunities related to other GOH Run events (inquire if interested)
- Inclusion of **business card size materials** in race swag bags (**just under 900 in 2023**)
- Includes **2-4 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request

Option 3: Bronze Medal - \$100 donation or similar in-kind

- Potential to present specific items or race weekend events by agreement (e.g. "video board presented by John Smith")
- Acknowledgment on Finish Line Thank-You Banner if space permitting
- Possible sponsorship opportunities related to other GOH Run events (inquire if interested)
- Includes **1-2 free entries** and VIP passes to Friday's pre-race dinner with elite runners upon request