



SPONSORSHIP INFORMATION

2ND ANNUAL
ROTA-KIWAN FUN RUN

SATURDAY
OCTOBER 21ST

ROTA-KIWAN SCOUT RESERVATION
6278 TEXAS DRIVE, KALAMAZOO



BOY SCOUTS OF AMERICA®
MICHIGAN CROSSROADS COUNCIL

DEAR COMMUNITY PARTNER,

Rota-Kiwan Scout Reservation is offering your business exposure to new customers through your support of a Trail Run, hosted by local Boy Scouts. We are excited to share our plans with you for our second annual 2017 Trail Run, where runners will get back to nature and kick up some dirt, while participating in a 5K or kids run, walk or jog.

As a sponsor of the Sleepy Hollow RK 5K and Ichabod Dash Kids Run, your business will have the opportunity to partner with us to offer a running experience unlike any other in Southwest Michigan. Our event is designed to promote healthier lifestyles among community residents of all ages and fitness levels who will navigate tree lined trails with amazing views of a lake and vintage cabins while also celebrating the spooky season of Halloween with a Sleepy Hollow theme.

All proceeds from the run will help to support ongoing programs and services offered at Rota-Kiwan Scout Reservation, which has served youth in Kalamazoo County since 1921. Thousands of youth have learned valuable leadership and life skills through camping experiences at this premier outdoor adventure facility, which we are opening up to share with the community.

Please review the sponsorship benefits in this packet and let us know by October 6th how you'd like to be involved. Additional information about the Sleepy Hollow RK 5K and Ichabod Dash Kids Run is available on our website: www.michiganscouting.org/rk5k.

If you have any questions or would like more information, please contact Megan Yankee at Megan.Yankee@scouting.org or by phone at (269) 779-2848.

BECOME A RUNNER, SPONSOR, OR VOLUNTEER

AT WWW.MICHIGANSCOUTING.ORG/rk5k



HOW CAN MY COMPANY BENEFIT FROM RACE SPONSORSHIP?

Rota-Kiwan Scout Reservation has been exposing youth of all ages to the importance of being physically fit since 1921. Within this safe, natural setting, young men continue to be inspired to become great leaders by participating in life-challenging adventures. They also develop a deep and abiding appreciation and respect for the environment.

This fall, we are inviting residents of our community to join with us to experience the unique natural settings that our youth see every year. Participants will help to support ongoing activities for our young people and community residents at this oasis in the middle of a major metropolitan area.

Your sponsorship will identify your company as one that is willing to invest in a successful future for our youth and our community.

HERE'S HOW:

- Increased awareness of your organization through direct marketing opportunities to 68,000 Scouts and over 23,000 adults.
- Puts your brand in front of a diverse audience group through extended marketing opportunities.
- Aligns your brand with an audience that supports healthy living in the community.
- Positions your brand at an event that is creative, fun and unexpected, all while supporting the efforts of the athletes.

RACE INFORMATION

Saturday, October 21, 2017

Rota-Kiwan Scout Reservation

6278 Texas Drive, Kalamazoo, MI 49009

Competitive, timed 5K run/walk * 1-mile stroller friendly kids run/walk * Spooky trails * Halloween themed, family-friendly events post-race

ICHABOD DASH KIDS RUN IS FOR AGES 8 AND UNDER. THIS RACE WILL BE 1 MILE AND IS STROLLER FRIENDLY.

REGISTRATION

SEPTEMBER 1 – OCTOBER 6, 2017

Ichabod Dash Kids Run - \$10

Sleepy Hollow RK 5K - \$25

LATE REGISTRATION

OCTOBER 7 – OCTOBER 21, 2017

Ichabod Dash Kids Run - \$10

Sleepy Hollow RK 5K - \$35

**** Pricing includes a technical t-shirt for adults and a short sleeve t-shirt for kids while supplies lasts.**



SPONSOR LEVELS

THE HEADLESS HORSEMAN SPONSOR LEVEL – \$2,000

- Corporate logo prominently displayed on participant and merchandised t-shirts as “Headless Horseman Sponsor”
- Advertising on all marketing materials and runner’s bibs
- Statewide advertising on select digital marketing materials
- Company logo hyperlink on race website
- Promotional opportunity with goodie bags
- Complimentary registration for 7 runners
- Prominent recognition on media releases and print, digital and radio opportunities
- Verbal recognition at event
- Space for company banner in post-run party venue
- Recognition on Facebook event

THE HARVEST SPONSOR LEVEL – \$1,000

- Corporate logo (medium sized) on participant and merchandized t-shirts as “Harvest Sponsor”
- Named as “Harvest Sponsor” on event page and registration
- Logo on event page and registration
- Promotional opportunity and goodie bags
- Verbal recognition at event
- Recognized as “Harvest Sponsor” on banner at event
- Recognition on Facebook event

PUMPKIN SUPPORTER LEVEL – \$500

- Corporate logo (small size) on participant and merchandised t-shirts as “Pumpkin Supporter”
- Advertising on event page and registration
- Promotional opportunities with goodie bags

APPLE CIDER LEVEL – \$250

- Corporate logo (small size) on participant and merchandised t-shirts as “Apple Cider Supporter”

IN-KIND DONATIONS

If you are interested in donating products or services for the goodie bags, we will assign you the appropriate level of sponsor benefits according to the value of your donation. Examples include: food and drinks, printing, gift certificates, etc.



BECOME A SPONSOR TODAY!

1. Visit our website to find out more about sponsorship, volunteer or racer registration.
2. All sponsorships that include a logo placement need to email their camera-ready artwork and a jpeg file of their logo to megan.yankee@scouting.org by October 6th, 2017.
3. If you plan on including promotional items in the race packets, please provide 500 of them. All items need to be received by October 13 at 5:00 pm.

Please drop them off or mail them to:
Rota-Kiwan Scout Reservation
6278 Texas Drive
Kalamazoo, MI 49009

CONTACT INFORMATION:

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