

# Anchorage Running Club presents:

August 15, 2020

Kids' 2K, The Anchorage Mile, Military Mile

August 16, 2020

49K Ultra, Marathon, Marathon Relay, Half Marathon, and 5K



## ABOUT US

Anchorage RunFest (formerly Big Wild Life Runs) is a staple running event in Anchorage est. 2008. Over the past few years, the race has evolved from a small running event into a world-class event attracting runners from across the nation and around the world.

The Anchorage Running Club (ARC) is a 501(c)(3) not-for-profit, volunteer-based organization since 1983. Funds raised by RunFest are the main fundraiser supporting the club's mission to promote a healthy lifestyle through recreational and competitive running and walking programs. Thanks to community member support we are able to realize this mission.

## BE A PART OF THE ACTION

ARC proudly recognizes all our amazing sponsors, partners, and supporters. RunFest advertises through a variety of media sources including Alaska Coast magazine and we actively participate on social media platforms. New ideas for promotions are always welcome and are happy to discuss other ways to promote and acknowledge your sponsorship.

We are appreciative of sponsor support that helps defray the costs associated with putting on this large-scale running event and enables us to keep registration fees low. Fees alone do not cover the entire cost of putting on a race of this size. For 2020 the estimated costs are \$235,000.

### MAJOR COSTS ASSOCIATED WITH RUNFEST

- Police and traffic control
- Permits and trail usage fees
- Aid stations
- Finish line and race day operations
- Registration and timing
- Participant apparel and finisher awards

### SOME CAUSES FUNDED BY DONATIONS

- ARC college scholarships
- Children's Lunch Box
- Kids' running programs (Healthy Futures)
- Major community events that support ARC mission

## Anchorage Running Club presents:

August 15, 2020

Kids' 2K, The Anchorage Mile, Military Mile



August 16, 2020

49K Ultra, Marathon, Marathon Relay, Half Marathon, and 5K

## SPONSORSHIP LEVELS

### **Gold Level and Event (Races, Expo, Pasta feed) Sponsorship \$5,000+ (includes in-kind)**

- ❖ Upgraded logo on all 3000 event and volunteer shirts
- ❖ Large sponsor provided banner placed along fencing at start/finish chute
- ❖ Logo on RunFest website
- ❖ Listed near top of sponsor page of Race Guide insert in August edition of Coast Guide and distributed to 3000 participants and volunteers
- ❖ Promotion on race day and pre- and post-race events
- ❖ Complimentary race entries
- ❖ Complimentary booth at Health and Fitness Expo

### **Silver Level Sponsorship \$3,000+ (includes in-kind)**

- ❖ Standard logo on all 3000 event and volunteer shirts
- ❖ 6-foot sponsor provided banner placed along fencing at start/finish chute
- ❖ Link on RunFest website
- ❖ Promotion on race day and pre- and post-race events
- ❖ Complimentary race entries
- ❖ Complimentary booth at Health and Fitness Expo

### **Bronze Level Sponsor \$2,000+ (includes in-kind)**

- ❖ 4-foot sponsor provided banner placed along fencing near start/finish chute
- ❖ Link on RunFest website
- ❖ Promotion on race day and pre- and post-race events

## Anchorage Running Club presents:

August 15, 2020

Kids' 2K, The Anchorage Mile, Military Mile



August 16, 2020

49K Ultra, Marathon, Marathon Relay, Half Marathon, and 5K

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### VIP – Travel and Appearance Fees \$3,000 Each

- Standard logo on all 3000 event and volunteer shirts
- Name and logo listed on all promotional materials including website
- PastaFeed tickets to hear VIP speak at luncheon

#### ❖ Mark Cheseto -

- Univ. of Alaska Anchorage All-American athlete in track and field and cross country running.
- In 2019 he set a world record for a marathon by a double amputee.
- Motivational speaker.

#### ❖ Bart Yasso – Recent Chief Running Officer of Runner’s World

- “Mayor of Running” and author of the Yasso 800
- Primary announcer for both the Kids 2K race and Sunday’s races.
- Promotes RunFest throughout the year on social media.
- Long-time supporter of the Anchorage RunFest who has attended multiple years.

#### ❖ Jeff Galloway

- All-American collegiate athlete and a member of the 1972 US Olympic Team.
- Prolific author of running training books.
- Holds approximately 200 clinics a year and has 60 training groups around the world.
- Developer of the Galloway Run Walk Run method.

### Supporting Sponsor \$2,000+ (includes in-kind)

- ❖ Link on RunFest website
- ❖ Acknowledged on sponsor page of Race Guide and in insert in August edition of Coast Guide; distributed to 3000 participants and volunteers
- ❖ Promotion on race day and pre- and post-race events

### Aid Stations \$1,200 Each

- ❖ Cover the cost of water, rental of tents, tables, and porta cans for an aid station.
- ❖ Course is out and back so aid stations serve runners in both directions.
- ❖ Gatorade is a sponsor of this event.
- ❖ Organizations such as Leukemia & Lymphoma Society's Team in Training as well as many high school groups volunteer at the aid stations as a fundraiser for their programs. In 2019 the Anchorage RunFest donated over \$20,000 to these groups.

Anchorage Running Club presents:

August 15, 2020

Kids' 2K, The Anchorage Mile, Military Mile



August 16, 2020

49K Ultra, Marathon, Marathon Relay, Half Marathon, and 5K



**To learn more or to set up a  
sponsorship, please contact:**

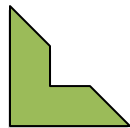
Anchorage RunFest Co-Race Director

Melanie Clark

907-240-1127

[melanie@ancrun.org](mailto:melanie@ancrun.org)

P.O. Box 243362



Anchorage, AK 99524

