

Road Race/Big Event Sponsor

Health, wellness and Rome-Floyd Parks and Recreation go hand in hand, and we want to help deliver your company's message to a huge crowd. Our road races, typically two a year, have grown exponentially the last few years with more than 1,700 runners and walkers participating in the 2019 Harbin Clinic Leprechaun-a-thon and more than 850 runners and walkers participating in the 2018 Harbin Clinic Hero Hustle.



These events also drew a large crowd of spectators with an estimated 3,000 people on Rome's Town Green for the finish of the Leprechaun-a-thon and an estimated 1,500 people in Ridge Ferry Park for the Hero Hustle.

Title sponsor on:

- All signs
- Online ads
- Radio ads
- Press releases
- RFPRA web site
- Digital billboard and more

Press coverage in 2019 included multiple articles in Hometown Headlines, Rome News-Tribune and ReadV3.com as well as appearances on Nelle Reagan's Talk of the Town, Randy Davis' Later This Morning in Rome and Good Morning Rome with Elizabeth Davis. Sponsor can have an individual on the shows to help hype the event and the sponsor's business.

The races will also get heavy promotion on our social media sites while also tagging the sponsor.

Currently RFPRA social media sites have:

- Facebook: 6,100 likes and 6,240 followers
- Twitter: 1,691 followers
- Instagram: 1,053 followers

and growing

Sponsor can have tents at start and finish areas

Sponsor can insert items into race packets

Sponsor's CEO or other dignitary can address runners and walkers before race start as well as start the race and walk

Sponsor's CEO or other dignitary can hand out post-race awards

Sponsor can create and purchase special shirts all RFPRA employees working the event will wear

Sponsor can print and set out yard signs along the race course

Sponsor can hang signs, yard flags, etc... at the start and finish and along the course

Sponsor gets 50 free entries into race or walk

Sponsor receives \$5 off all entries for employees

Road Race/Big Event Sponsor also gets:

- Field named after company (example: Coca-Cola field) 2 x 4 sign with company logo on fence next to field number, company logo on field scoreboard.
- Company can have two promotional nights per year at an RFPRA complex with prior approval (one per sports season)
- Logo and link to company web site or Facebook page on parks and recreation web site sponsorship page [www.rfpra.com averages more than 25,000 page views and 5,500 users a month]
- 3 x 6 banner to be placed at either Anthony or Fielder Gym
- 3 x 6 banner to be placed at Northside Swim Center (during operational months late May to early September)
- Digital Board ad on One Shorter Avenue - Ad appears at least four times an hour – ads can change monthly and run for 12 months [Digital board averages 100,000 weekly impressions]
- Provide 350 free sandwich/meal cards for volunteer coaches
- Provide a 20 meal lunch for either employee meeting or board meeting
- Social media call out (once a month) can promote things at the business
- Opportunity to help present post season awards when championship is on sponsored field

Total Cost:

\$15,000 per year (plus sign production cost estimated at \$750)

Five-year contract required

For more information, please contact Jim Alred at alredj@floydcountyga.org or visit our web site at www.rfpra.com.