



Dear Potential Sponsor,

This year is the 46<sup>th</sup> annual Great Race, and our committee is excited to share that we have recently converted to a 501(c)3 organization from a 501(c)4 organization with a new objective. This change organizes our corporation “*exclusively for charitable purposes and for the targeted purpose of educating residents of the Central New York region about the health and recreation benefits of exercise, fitness and an active lifestyle, promoting activities that provide opportunities for engaging in exercise and helping such people achieve fitness and continue to lead active lifestyles, and to make annual contributions to other not-for-profit organizations that support similar educational objectives.*” We feel that this designation is more aligned with our longstanding commitment to providing Auburn and its surrounding area with a community event that offers something for any age, fitness level or interest. Along with this change we have taken the opportunity to redefine our sponsorship levels and are excited to share our new structure with you on the following page.

The Great Race is holding true to its founding ideals of encouraging physical fitness in the community, creating friendly competition between participating teams, and building camaraderie between participants, volunteers, spectators and community businesses. The Great Race is one of the premier summer events in the Finger Lakes area, largely due to contributions from local and national businesses that support our ideals. We recognize that the logistics and organization of this race would not be possible without the support of community businesses such as yours. Our goal in this new decade is to work more closely with sponsors, participants and volunteers to ensure that we are giving back as much as we have been so lucky to receive throughout the history of the Great Race.

As a 501(c)3 organization, we are focusing on expanding our charitable contributions to include a more diverse group of recipients. Each year, our committee will evaluate community needs and interests to select relevant organizations or individuals to receive contributions in the hopes of fostering stronger community connections. These targeted charities will be in addition to the local organizations and individuals that we support, which currently include the Auburn Stingrays, the Weedsport Running Club, the Frank Ruggiero Memorial Scholarship, and three local volunteer fire departments from Owasco, Fleming and Scipio.

In the past, we have contributed to charitable organizations such as:

1. Emerson Foundation
2. St. Alphonsus Food Pantry
3. HOSPICE of the Finger lakes
4. YMCA Scholarships

The committee has yet to identify the specific organizations we will donate to from the proceeds of the 2024 Great Race. Once identified, we will share that list with you as a sponsor.

The Great Race committee and all the race volunteers work diligently to provide a safe and healthy experience while maintaining affordability for willing participants of all ages. The race and the post-race festivities are designed for enjoyment by participants, volunteers, families and friends. To this end, your new and/or continued sponsorship is very much needed and appreciated.



The new sponsor plan has been revised into three levels for the upcoming and future Great Races:

**GOLD**- Maximum of 10 sponsors with a one-time contribution of \$5,000 to cover a three year period, or a one-time contribution of \$2,000 to cover one year.

- Primary position on all posters and t-shirts
- Large banner ads on The Great Race website
- Prime sponsorship location on site for day of race (i.e. VIP Sponsor area)
- Three free team registrations
- Promotions at potential registration events
- Highlight in one, and mention as Gold Sponsor in all bi-monthly newsletters
- Promotional materials\* placed in race participants registration packets.
- Five individual posts/mentions/links on our Social Media (Facebook and Instagram) accounts that highlight your business as a “Proud Sponsor of the Great Race”

**SILVER** - Unlimited number of sponsors with a one-time contribution of \$2,500 to cover a three year period, or a one-time contribution of \$1,000 to cover one year.

- Secondary position on all posters and t-shirts
- Medium banner ads on The Great Race website
- One free team registration
- Mentions as Silver Level Sponsor in all bi-monthly newsletters
- Promotional materials\* placed in race participants registration packets.
- Two mentions/links on our social media that highlight your business as a “Proud Sponsor of the Great Race”

**BRONZE** - Unlimited number of sponsors with a one-time contribution of \$500 to cover a three year period, or a one-time payment of \$250 to cover one year.

- Tertiary position on all posters
- Small banner ads on The Great Race website
- Promotional materials\* placed in race participants registration packets.
- Social Media acknowledgments

\*Promotional materials to be provided by sponsors by August 11, 2024 and are subject to approval by the Great Race Committee

If you are interested in sponsoring The Great Race, please contact Chris Porten at 315-406-7906 or [sponsors@great-race.com](mailto:sponsors@great-race.com) to discuss which level you are interested in committing to. For Gold and Silver levels, to ensure inclusion on printed materials, including t-shirts, please commit by March 15, 2024. If you are interested in the Bronze Level, please commit by June 15, 2024. Your corresponding benefits will be initiated by The Great Race Committee within 15 days of payment.

We are excited for this opportunity to partner with you for the betterment of our community and thank you in advance for your consideration. Please do not hesitate to reach out with any questions or feedback.

Sincerely,  
The Great Race Committee