



2027 Sponsorship Packet

Dear Potential Sponsor,

2027 marks the 49th annual Great Race, taking place August 8, 2027, at Emerson Park in Auburn, New York. We invite you to support The Great Race, a 501(c)(3) nonprofit organization promoting fitness, recreation, and active living in Central New York. This mission reflects our longstanding commitment to providing Auburn and its surrounding area with a community event that offers something for any age, fitness level, or interest. The following page outlines our 2027 sponsorship levels and benefits.

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. In 2027, we aim to strengthen our partnerships with sponsors, participants, and volunteers and expand our support for the community.

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. Our past support has included 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 will confirm the charitable recipients for proceeds from the 2027 Great Race.

The Great Race committee and all the race volunteers work diligently to provide a safe and healthy experience while keeping participation affordable for people of all ages. The race and the post-race festivities are designed for enjoyment by participants, volunteers, families, and friends. Whether you are a new or returning sponsor, your support makes this event possible.

2027 Sponsorship Levels

GOLD - One-time contribution of \$5,000 to cover the 2027, 2028, and 2029 races (three years), or a one-time contribution of \$2,000 to cover the 2027 race (one year).

- Primary position on all posters and T-shirts
- Banner ads on The Great Race website
- Prime sponsorship location on site (if requested) for the day of the race
- Two free team registrations for each year of sponsorship
- Promotions at potential registration events
- Highlight in one, and mention as Gold Sponsor in all regional radio and news ads
- Promotional materials* placed in race participants' registration packets.
- Three posts/mentions/links on our social media (Facebook and Instagram) accounts that highlight your business as a "Proud Sponsor of the Great Race"

SILVER - One-time contribution of \$2,500 to cover the 2027, 2028, and 2029 races (three years), or a one-time contribution of \$1,000 to cover the 2027 race (one year).

- Secondary position on all posters and T-shirts
- Banner ads on The Great Race website
- One free team registration for each year of sponsorship
- 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 - One-time contribution of \$300 to cover the 2027 race.

- Tertiary position on all posters and T-shirts
- Banner ads on The Great Race website
- Promotional materials* placed in race participants' registration packets.
- One social media acknowledgment

*Promotional materials are to be provided by sponsors by August 6, 2027, and are subject to approval by the Great Race Committee.

For questions or help choosing a level, email sponsors@great-race.com or contact the person who sent you this packet. To ensure inclusion on printed materials, including T-shirts, please commit by June 1, 2027.

To sponsor The Great Race, choose your sponsorship level and pay directly online at <https://great-race.com/sponsors>, or scan the QR code. To pay by check, email sponsors@great-race.com for payment instructions.



Thank you for considering a partnership that supports our community. Please contact us with any questions.
- The Great Race Committee