



BOSTON FIREFIGHTERS LOCAL 718
36TH ANNUAL MEMORIAL 10K ROAD RACE
SUNDAY, OCTOBER 21, 2018 - DORCHESTER, MA

2018 SPONSORSHIP OPPORTUNITIES





SUNDAY, OCTOBER 21, 2018
FLORIAN HALL - DORCHESTER, MA



WHY SPONSOR?

By sponsoring the Boston Firefighters Memorial Road Race, you align with a first class 10K and expose your goods and services to a young, health and fitness oriented audience all while giving back to those who serve and protect our cities.

ABOUT THE RACE

The Boston Firefighters Local 718 Memorial Road Race was established to memorialize the brave members of the Boston Fire Department and Local 718 who courageously gave their lives while fulfilling their duty for the citizens of Boston. Race day is a celebration of their lives, while raising money for several local charities, funding scholarships and also providing a great running event enjoyed by generations and supported by local establishments. Rain or shine, runners and volunteers come from all around to join together in the names of fallen firefighters and to run a scenic 10K race around Dorchester Bay, then enjoy a couple hours of trophy and prize giveaways.





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THE EVENT

SUNDAY, OCTOBER 21, 2018
9:00AM
FLORIAN HALL - DORCHESTER, MA

- > Certified 10K Course
- > Sponsor booths
- > Exhibitor activities
- > Warm up & cool down
- > Live music & after party



Age of Participants

- 19 and under
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50 and up



Gender of Participants

59% Female
41% Male



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PRESENTING SPONSOR

\$20,000

- Event Naming Rights: "Boston Firefighters 10K Memorial Road Race Presented By..."
- Inclusion on all marketing materials (*Invitations, Email Blasts, Flyers, Banners*)
- Company recognized as presenting sponsor in all official press releases
- Company recognized as presenting sponsor on event webpage
- Company mentioned and linked on event social media accounts
- Company recognized as Presenting Sponsor on all event t-shirts
- Company recognized as Presenting Sponsor during all speaking programs
- Company recognized as Presenting Sponsor on all event banners
- Company logo on 5 course signs
- Corporate booth in Exhibition Area
- 2-Page spread in the program book
- 30 runner registration spots
- Marketing material in handed out in gift bags

GOLD SPONSOR

\$10,000

- Inclusion on all marketing materials (*Invitations, Email Blasts, Flyers, Banners*)
- Company mentioned in all official press releases
- Company logo/link on event webpage
- Company mentioned and linked on event social media accounts
- Company logo on volunteer t-shirts
- Company mentioned during all speaking programs
- Company logo on 5 course signs
- Corporate booth in Exhibition Area
- Full-page ad in the program book
- 25 runner registration spots
- Marketing material in handed out in gift bags



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SILVER SPONSOR

\$5,000

- Inclusion on all marketing materials (*Invitations, Email Blasts, Flyers, Banners*)
- Company mentioned in all official press releases
- Company logo/link on event webpage
- Company mentioned and linked on event social media accounts
- Company logo on volunteer t-shirt
- Company mentioned during all speaking programs
- Company logo on 3 course signs
- Corporate booth in Exhibition Area
- Full-page ad in the program book
- 20 runner registration spots
- Marketing material in handed out in gift bags

BRONZE SPONSOR

\$2,500

- Company mentioned in one press release
- Company logo/link on event webpage
- Company mentioned and linked on event social media accounts
- Company logo on volunteer t-shirt
- Company mentioned during all speaking programs
- Company logo on 2 course signs
- Corporate booth in Exhibition Area
- Full-page ad in the program book
- 10 runner registration spots

START/FINISH LINE SPONSOR

\$1,000

- Company logo on custom Start/Finish Line signage
- Company logo/link on event webpage
- Company mentioned and linked on event social media accounts



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WATER STOP SPONSOR

\$1,000

- Company logo displayed prominently at a race Water Stop
- Company materials and products handed out
- Company representatives handing out water
- Company logo on volunteer t-shirt
- Company logo/link on event webpage
- Company mentioned and linked on event social media accounts
- Corporate booth in Exhibition Area
- Half-page ad in the program book

EXHIBITION BOOTH SPONSOR

\$500

- Corporate booth in Exhibition Area
- Company materials handed out at post race reception
- Company logo/link on event webpage
- Company logo on event banner

ADDITIONAL OPPORTUNITIES

COURSE SIGNS - \$250

FULL-PAGE PROGRAM BOOK AD - \$250

HALF-PAGE PROGRAM BOOK AD - \$150

QUARTER-PAGE PROGRAM BOOK AD - \$100

For more sponsorship information, please contact:

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