

# *Sponsorship Packet*



December 10, 2022

# Event Overview

## DATE/TIME:

December 10, 2022 @ 6:00pm

## WHERE:

Desert Foothills Park  
1010 E Marketplace Way  
Phoenix, AZ 85048

## DESCRIPTION OF EVENT:

Run amongst a million twinkle lights for this one of a kind 5k fun run down Chandler Blvd in Ahwatukee. Get energized along the way with a chocolate station, jingle station and peppermint station. Meeting you at the finish line is hot chocolate, holiday cookies and a finisher mug for all participants!

## RUN:

The run is an out and back course along Chandler Blvd. so the runners will be running in the shadows of all the beautiful lights. Both walkers and runners are welcome to participate. During the run, the participants will encounter three festive stations. One will be a chocolate station, another is a jingle bell station and the third is a peppermint station. Water is also available at each station.

## EVENT HIGHLIGHTS:

- Chip Timing
- Long Sleeve Event T-shirts - men's, women's and kid sizes
- Glow bracelet
- Finisher mug
- 3 themed stations on run (chocolate, jingle bell, peppermint)
- Cookies and hot chocolate at the finish line
- Event bib number
- Optional add on swag

## EVENT BENEFICIARY:

Foothills Community Association

2022 will be the second year that the Foothills Community Association HOA will be managing all aspects of the holiday lights display along Chandler Boulevard. The Foothills HOA is contributing \$50,000, and Club West is contributing \$25,000 as they have in the past. An additional \$50,000 is needed to maintain the same light display as in recent years. Please consider donating to keep the lights as spectacular as ever!

# Event Info

## WEBSITE:

[www.millionlights5k.com](http://www.millionlights5k.com)

## FACEBOOK:

[www.facebook.com/millionlights5k](http://www.facebook.com/millionlights5k)

## INSTAGRAM:

[www.instagram.com/millionlights5k](http://www.instagram.com/millionlights5k)

## PARTICIPATION:

Hoping for 500 participants this first year

## WHAT WILL REGISTERED ATHLETES RECEIVE?

Chip Timing by Mangled Momentum with live results posted online

Event Bib Number

Event Long Sleeve T-shirt (men's, women's, & kid's sizes)

Event Coffee Mug

Glow Bracelet

Cookies & Hot Chocolate at the finish

3 themed stations on the run course

Additional Swag (available for purchase)



# *Sponsorship Opportunities*

## *Title Sponsor - \$3000*

- Million Lights 5k Run presented by Sponsor Name
- 4 - Sponsor banners placed in venue (sponsor supplied)
- Complimentary booth space at event
- PA announcements on race day
- Logo on official race website
- Social media posts via Million Lights 5k and MM Facebook pages
- Logo on official race poster
- Info included in athlete communications
- Logo on official event t-shirt
- Logo on official race numbers
- Logo on official finisher mug
- Option for goody bag item inclusion

## *Festive Station Sponsor - \$500*

- Complimentary booth space at event
- PA announcements on race day
- Logo on official race website
- Info included in athlete communications
- Option for goody bag item inclusion

*Notes: The sponsor dollars would be used to purchase the items being given away at the chosen station. There are three stations on the run course. The stations are chocolate, jingle bell and peppermint. There is also the finish station which is serving hot chocolate and cookies.*

*The sponsor will also supply 10-15 individuals to work the station to pass out the treats to the runners during and after the run. The infrastructure will be provided by race organizers which include cups, tables and trash receptacles.*

*Sponsor is encouraged to decorate their station with company branding while making it festive and fun. Bonus points for those who dress in costume.*

## *Supporting Sponsor - \$250 Cash or In-Kind*

- Logo on official race website
- PA announcements on race day
- Info included in athlete communications

Have another suggestion for a sponsorship category, please do not hesitate to contact us. We are always open to additional ideas.



## Contact Info

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[www.millionlights5k.com](http://www.millionlights5k.com)

