

# *Sponsorship Packet*



December 14, 2024

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

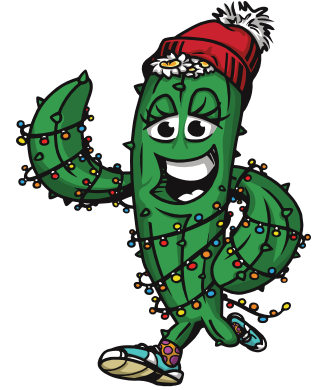
# Event Overview

## DATE/TIME:

December 14, 2024 @ 7:00pm

## WHERE:

Desert Foothills Park  
1010 E Marketplace Way  
Phoenix, AZ 85048



## DESCRIPTION OF EVENT:

Run among 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 jingle station at the start, chocolate 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. 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 two festive stations. One will be a chocolate station, and a peppermint station. Water is also available at each station. There will be a jingle bell bracelet station at the start line.

## EVENT HIGHLIGHTS:

- Chip Timing
- Finisher mug
- 2 themed stations on run (chocolate & peppermint)
- Jingle bracelet at the start line
- Cookies and hot chocolate at the finish line
- Event bib number
- Optional add on swag

## EVENT BENEFICIARY:

Foothills Community Association

2024 will be the fourth 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](https://www.facebook.com/millionlights5k)

## INSTAGRAM:

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

## PARTICIPATION:

2022 - 1st year event - sold out at 500 participants  
2023 - 2nd year event - sold out at just over 500 participants  
2024 - Estimated 750 participants

## 2023 DEMOGRAPHICS:

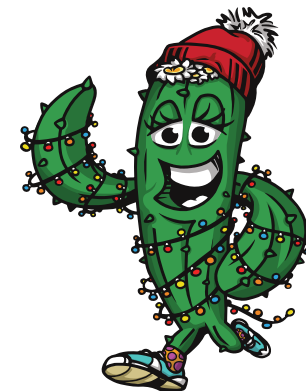
327 – Female  
194 – Male

12 & Under	70
13 - 17	51
18 - 24	15
25 - 34	74
35 - 44	105
45 - 54	85
55 - 64	96
65 & Older	24

Runners from 12 states including MN, IA, WI, AR, CA, CO, IL, MO, NM, WA, AK & AZ  
AZ Runner count = 468

## WHAT WILL REGISTERED ATHLETES RECEIVE?

- Chip Timing by Mangled Momentum with live results posted online
- Event Bib Number
- Event Coffee Mug
- Jingle Bracelet
- Cookies & Hot Chocolate at the finish
- 2 themed stations on the run course
- Additional Swag (available for purchase)



# 2024 Million Lights Run Sponsorship Opportunities



## Jingle Bells

**\$500**



Grab your team of 5-10 and get valuable face to face interaction with every runner who visits to create a jingle bracelet prior to the start of the run. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase jingle bracelet items.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

## Chocolate

**\$500**



Grab your team of 10-15 to pass out chocolate to the runners while they run. The first stop is the chocolate station. Sponsor is encouraged to decorate their area to be festive and interact with the runners. The more fun you have, the more fun they have. Sponsor dollars are used to purchase the chocolate and supplies needed at the station.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

## Peppermint

**\$500**



Grab your team of 10-15 and to pass out peppermints to the runners while they run. The second stop of the run is the peppermint station. Sponsor is encouraged to decorate their area to be festive and interact with the runners. The more fun you have, the more fun they have. Sponsor dollars are used to purchase the peppermints and supplies needed at the station.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

## Hot Chocolate

**\$500**



Grab your team of 10-15 to feed those thirsty runners and walkers with hot chocolate and water following the run. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the hot chocolate, water and supplies needed at the station.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

## Run Course Photos

**\$2000**



Give the participants a gift they won't forget. With your support a photographer will be hired to take unique and fun photos of all the runners while they are on the run course. The sponsor logo will be placed on each photo that will be made available for the participants to download for free and share wide and far.

### BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on every photo
- PA Announcements
- Athlete communications

# 2024 Million Lights Run Sponsorship Opportunities



## Festival Trees

**\$1000**



Everyone wants a selfie and we want to deliver them multiple options for unique photos to help the runners commemorate the event and the holiday season. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase the trees wrapped with twinkle lights.

### BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo sign near trees
- PA Announcements
- Athlete communications

## Photo Backdrop

**\$1500**



A custom backdrop design will be commissioned by a fabulous artist. Participants can interact with the backdrop and take photos to commemorate the event and the holiday season. Sponsor is encouraged to interact with the runners and spectators and have business information available. Sponsor dollars are used to create and print backdrop.

### BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on backdrop
- PA Announcements
- Athlete communications

## Bathrooms

**\$1200**



The most valuable items at a race are the bathrooms! A participant won't forget if there aren't enough or if they are a mess. Sponsor dollars are used for the rental of the portable bathrooms and hand washing stations for all participants and spectators.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on each bathroom
- Logo on washing station
- PA Announcements
- Athlete communications

## Finisher Mug

**\$2625**



Grab your team of 5-10 to hand out the finisher mugs to all athletes following the run. Sponsor is encouraged to interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the finisher mugs.

### BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- Logo on finisher mug
- Booth space at event
- PA Announcements
- Athlete communications

## Cookies

**\$500**



Grab your team of 5-10 to feed those hungry runners and walkers with delicious cookies following the run. Sponsor is encouraged to interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the cookies and needed supplies.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

# 2024 Million Lights Run Sponsorship Opportunities



## Signage

**\$750**



Additional signage can elevate any event and is also necessary for smooth event operations. Sponsor dollars are used to purchase additional signage needed for the event.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

## T-shirts

**\$10,000**



Large events bring a large number of t-shirts. Currently the participants will pay an additional fee in order to receive a t-shirt with their registration. Sponsor dollars are used to purchase a shirt for each individual for the event.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Largest logo on every t-shirt
- Booth space at event
- PA Announcements
- Athlete communications

## Inflatable

**\$750**



Everyone wants a selfie and we want to deliver them multiple options for unique photos to help the runners commemorate the event and the holiday season. Sponsor is encouraged to interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase a new large inflatable perfect for photos.

### BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo sign near inflatable
- PA Announcements
- Athlete communications

## Timing

**\$2500**



It's great to have goals and getting a finish time gives each runner and walker a benchmark of their personal progress. The race doesn't give out awards because everyone has achieved something by finishing but the event is elevated when chip timing is offered to participants.

### BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Info on back of numbers next to timing chip
- Booth space at event
- PA Announcements
- Athlete communications

## Beanies

**\$3600**



Getting an event beanie with race registration adds excitement for runners. It's a fun, practical keepsake that keeps them warm and serves as a stylish reminder of their achievement, sparking camaraderie and conversation long after race day.

### BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo embroidered on beanie
- Booth space at event
- PA Announcements
- Athlete communications

# 2024 Million Lights Run Vendor Information



*10 x 10 Space*

**\$200**



Having a booth at a race is a great way to promote your business, offering direct access to an engaged audience. It's the perfect chance to showcase your brand and make lasting connections in a positive, high-energy environment.

*10 x 20 Space*

**\$400**



Having a little larger space for a booth at a race is a great way to promote your business, offering direct access to an engaged audience. It's the perfect chance to showcase your brand and make lasting connections in a positive, high-energy environment.

## Contact Info

**Breanna Bissell**

Race Director / Founder

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480-734-0558

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



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