



# WHEAT RIDGE FARMERS 5000

A community 5K benefiting Wheat Ridge High School

## 2018 SPONSORSHIP OPPORTUNITIES



September 16, 2018

Wheat Ridge High School  
9505 W. 32nd Ave, Wheat Ridge, CO 80033

Farmers5000.org

## SPONSORSHIP PROPOSAL

2018 marks the 37th Anniversary for the Wheat Ridge High School Farmers 5000. We believe this achievement ranks our community race among the very first 5Ks in the Denver metro area and most likely the first ever school-based 5K fundraiser. Whatever the case, we know this year's event is going to be special and would like to invite your business to partner with us on Sun., Sept. 16, 2018, as we toe the starting line for the 37th Annual Farmers 5000 at Wheat Ridge High School in Wheat Ridge, Colo.

Sponsorship provides an ideal marketing opportunity for your business to reach our community. We offer many levels of sponsorship and involvement to provide businesses with positive brand recognition. As a sponsor, you can be part of a fun athletic event that promotes health and wellness in our community and supports a local non-profit.

## Race Overview

In 1981, a group of Wheat Ridge High School parents and runners organized a road race to benefit the school. Not only did this group aim to raise money to support school programs, they also wanted to promote physical fitness and community spirit. That mission continues to this day. All funds from entry fees are given to various educational and special programs within the school.

Several years ago an elementary school challenge was added to promote not only physical fitness in our youth, but to also provide for a sense of community within all of Wheat Ridge.

The Farmers 5000 has been in existence for more than 30 years and continues to grow in popularity as it annually kicks off the school year. It draws elite and recreational runners from all over the Front Range. Each year the race raises more than \$20,000 dollars, which directly benefits the students through contributions to school programs.

## Where does the money go?

More than \$775,000 has been raised in the 36 years the race has been held. This money has been used to enhance the learning experience of the students. The funds have been used to provide calculators for those students who can't afford them, robotics and fuel cell programs for the science department, updated equipment for the performing arts departments and teaching supplies for the special education department, as well as many other items and programs which help improve the education our students receive.

## Sponsorship

Included below are the various sponsorship levels available and benefits. We welcome your consideration and would be happy to discuss all of our sponsorship opportunities with you and how they can best be structured to meet your company's specific needs. Please join us in helping make a meaningful difference in the education of our students.



## FARMERS 5000

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Sponsor Benefit	Platinum \$2500	Gold \$1500	Silver \$1000	Bronze \$500
Logo on 2 race banners	X			
Logo on race shirt	Largest	Medium	Small	
Complimentary Registrations	10	5		
Logo and link in marketing items	X	X	X	
Logo included on race website	X	X	X	X
Booth and banner at event	X	X	X	X

**In addition to the options above, the following sponsorships are also available:**

**Bib Sponsor - \$1,000 (one available)**

- Your company logo on 700 race bibs

**Mile Sponsor - \$250 each (three available)**

- Signage on course at your mile marker and for the half mile of course before the marker

**Volunteer Sponsor - \$500 (one available)**

- Your company logo on volunteer shirts

**Booth - \$100 (unlimited)**

- One 10'x10' booth in the finish festival

**Contributing and In-Kind Sponsor - \$100-\$450 (unlimited)**

- Name will appear on sponsor thank-you sign at the finish festival on race day

**Prize drawings**

- Any merchandise, services or refreshments contribute will receive recognition on race day.



## Sponsorship Reservation Agreement

TYPE OF SPONSORSHIP: (check one)

- Platinum Sponsorship - \$2500
- Gold Sponsorship - \$1500
- Silver Sponsorship - \$1000
- Bronze Sponsorship - \$500
- Bib Sponsor - \$1000
- Mile Marker Sponsor - \$250
- Volunteer Sponsor - \$500
- Vendor Booth - \$100
- Contributing and in-kind Sponsor (amount \$\_\_\_\_\_)

CONTACT NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

\_\_\_\_\_

Please make checks payable to: The Wheat Ridge Foundation

Mail to: Farmers 5000  
Wheat Ridge High School  
9505 W. 32nd Ave.  
Wheat Ridge, CO 80033

For further information contact Michelle DelPiccolo, 303-916-5377, [michelle@rightstartevents.com](mailto:michelle@rightstartevents.com)

Farmers5000.org

