



FLYIN' LION 5K VIRTUAL RACE

Benefiting Littleton High School

September 27 - October 4, 2020

SPONSORSHIP OPPORTUNITIES

Littleton High School has a proud legacy spanning nearly 115 years. During that time, the school has earned accolades for the academic and athletic prowess of its students. Attracting students from throughout the city of Littleton as well as parts of Centennial and unincorporated Arapahoe County, Littleton has long enjoyed a reputation as a community center for the area it serves. The Flyin' Lion 5K aims to be part of that community connection even if we can't be together in person this the inaugural year.



Where does the money go?

Net proceeds from the Flyin' Lion 5K will go to the school's nearly 25 varsity sports via its Booster Club as well as to the Performing Arts through Encore.

What can partnership do for you?

Becoming one of our race partners provides an ideal marketing opportunity for you to reach your community. There are many levels of involvement that offer your business positive brand recognition as a corporate partner. Plus as a race partner, you are supporting an event that promotes health and wellness in your community and directly benefits your local school.

Even though our race this year has to be held virtually, we see that as a way in which you can expand your reach. Because of Littleton's history and the number of still very active alums in the area, we anticipate attracting a large number of participants in the virtual run.

Moreover, we have developed a number of ways to engage runners, walkers and supporters at a high level even though we can't be in-person, toeing the start line together. Sponsors can choose from more traditional sponsorship options featuring benefits like complimentary entries and preferred logo placement on marketing materials depending on the level. Or they can opt for less conventional sponsorship of one of the many virtual challenges we've incorporated into the race this year with equally attractive benefits like naming rights and logo placement.

Sponsorship Opportunities

- Platinum Level** **\$2500**
- Logo on 2 race banners displayed at Littleton High School for one month prior to event
 - 10 complimentary race registrations
 - Logo and link on race website
 - Logo and link in marketing emails
 - Sponsor coupon included in race packet

- Gold Level** **\$1500**
- Logo on 2 race banners displayed at Littleton High School for one month prior to event
 - 5 complimentary race registrations
 - Logo and link on race website
 - Logo and link in marketing emails
 - Sponsor coupon included in race packet

- Silver Level** **\$1000**
- Logo on 2 race banners displayed at Littleton High School for one month prior to event
 - Logo and link on race website
 - Logo and link in marketing emails
 - Sponsor coupon included in race packet

- Bronze Level** **\$500**
- Logo and link on race website
 - Sponsor coupon included in race packet

- Bib Sponsor - 1 available** **\$1000**
- Company logo on downloadable race bibs

- Class prize sponsor** **\$1000**
- Donation to Littleton High School on behalf of the class that has the most registered runners
 - Naming rights for the class challenge
 - Logo and link on race website
 - Logo and link in marketing emails

- King of the Hill sponsor** **\$1000**
- Naming rights for the most elevation gain contest
 - Logo and link on race website
 - Logo and link in marketing emails

- Track or Treadmill sponsor** **\$500 (each)**
- Naming rights for the fastest race on a track or treadmill contests
 - Logo and link on race website
 - Logo and link in marketing emails

- Pride of Littleton sponsor** **\$250**
- Logo and link on race website
 - Logo and link in marketing emails

- Supporter Level** **\$50**
- A donation to Littleton High School Boosters

PLEASE INDICATE SPONSORSHIP LEVEL

CONTACT NAME

EMAIL

TELEPHONE NUMBER

MAILING ADDRESS

Please make checks payable to:
Lions Sports Booster Club

Mail to: Flyin' Lion 5K
Littleton High School
199 E. Littleton Blvd
Littleton, CO 80121



For further information contact Sydney Ayers
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