



COMMUNITY AND BUSINESSES BENEFIT

Established in 2006, the Prairie du Chien Half Marathon and 5K Race attracts runners, walkers and spectators from across the country. The race has become one of the premiere races of its kind in Wisconsin.

Seasoned racers and first-time walkers participate in this established annual event and enjoy Prairie du Chien in a unique way. The race courses highlight our beautiful city, the majestic river bluffs, our many historic sites, as well as our downtown businesses.

The success of the race continues to bring repeated exposure, interest, and tourism dollars to the city of Prairie du Chien and surrounding areas thanks to our runners, volunteers and sponsors. We couldn't do it without the many contributors and are seeking new partnerships to keep building this event for our community.

Charitable Benefits

Every year, a portion of the proceeds from the Prairie du Chien Half Marathon and 5K Race are donated to support local and state organizations such as the **Prairie du Chien Youth Track Program, Wounded Warrior Project,** and **Ann's Hope Foundation.** Visit our website for more information.



www.pdchalfmarathon.com
info@pdchalfmarathon.com



Held Annually - First Saturday in May

WALK OR RUN

Prairie du Chien, WI

SPONSORSHIP OPPORTUNITIES

We invite area businesses to support the race and, in turn, receive valuable promotion. There are many sponsorship opportunities which allow for participation on a variety of levels. Please see columns at right to find the sponsor opportunity that is right for you and your business or organization.

WHY SPONSOR?

In addition to the benefits described, your sponsorship and involvement can truly help change lives and make a positive impact on our community.

- Promotes fitness & healthy lifestyles
- Encourages family and community involvement
- Promotes charitable organizations such as Ann's Hope Foundation (annshope.org) and Wounded Warrior Project (woundedwarriorproject.org)
- Encourages area youth through the support and sponsorship of the **Prairie du Chien Youth Track Program**
- Promotes tourism & contributes to the local economy



SPONSORSHIP LEVELS & BENEFITS

Level I: \$350.00 Sponsorship

- Logo on back of race t-shirt
- 2 free entries to the race

Level II: \$500.00 Sponsorship

- Logo on back of race t-shirt
- 3 free entries to the race
- A link to your website on the race website

Bronze Sponsor: \$1,000.00 Sponsorship

- Logo on back of race t-shirt
- 5 free entries to the race
- A link to your website on the race website

Silver Sponsor: \$2,500.00 Sponsorship

- Logo on back of race t-shirt
- 10 free entries to the race
- A link to your website on the race website
- Name and logo on banner at race start & finish

Gold Sponsor: \$5,000.00 Sponsorship

- Logo on back of race t-shirt
- 15 free entries to the race
- A link to your website on the race website
- Name and logo on banner at race start & finish
- Name and logo listed in print ads

Platinum Sponsor: \$10,000.00 Sponsorship

- Logo on back of race t-shirt
- 20 free entries to the race
- A link to your website on the race website
- Name and logo on banner at race start & finish
- Name and logo listed in print ads
- Name listed on marketing materials

ADDITIONAL OPPORTUNITIES

Consider **adopting an aid station**. Several aid stations are located throughout the race where volunteers provide liquids to race participants. Display your sign or advertising at the station, be creative in your support of the race and inform race participants and spectators about your business. There is no cost to your business, but the help is invaluable and you will have fun! The aid stations need to be staffed from approximately 7:30 a.m. – 11:30 a.m., with 2-3 volunteers present at all times. (All supplies and materials will be provided by the race.)

We also provide an opportunity for promotion through the **"Goodie Bags"** given to each race participant. If you have a coupon, gift certificate, or small item you would like to share with the racers, please contact us at info@pdchalfmarathon.com. (Note: All items needed by April 15.)

If you are making a contribution of \$350.00 or more, this promotional opportunity is at no additional cost to you. If you are not supporting the race financially but would like to still promote your business, we ask for a \$35.00 donation to help cover our expenses. (Non-profit organizations may be promoted at no cost.)

CONTACT INFORMATION

We look forward to working with you to promote the race events, your business or organization, and our local community. Please contact us with any questions. Thank you!

Website: www.pdchalfmarathon.com

Email: info@pdchalfmarathon.com

Linda J. Hansen, Race Founder & Director: 608.412.0156

Jenny Hager, Sponsorship Coordinator: 563.568.1114

The Prairie du Chien Half Marathon & 5K Race is a charitable organization under section 501c3 of the IRS code. Donations are tax-deductible.