

TUXEDO TROT

SPONSORSHIP OPTIONS

TUXEDO TROT IMPACT

Participants in 2017
350

Media Coverage
TV, Print, Radio, Online

Digital Media

Website
12,000 Pageviews

E-blasts
950 Subscribers

Facebook
44,000 Followers

Instagram
2,200 Followers

Twitter
3,300 Followers

Support

100% of proceeds directly support wild populations of African penguins.

The 2017 race raised \$11,000!



TITLE SPONSOR: 5K ONLY

- 6 race entries
- 6 GSC General Admission Passes
- Naming rights to the 5K:
Tuxedo Trot 5K Presented By _____
- Website and social media exposure featuring your logo & links
- Your logo included on race t-shirts
- Prominent location in the Penguin Colony, the pre-race area with a step and repeat photo op banner featuring your logo at the 5K
- A special thank you from our penguins: an 11x14 painting painted BY penguins

\$4,000

TITLE SPONSOR: KIDS' FUN RUN ONLY

- 4 race entries
- 4 GSC General Admission Passes
- Naming rights to the Fun Run:
Tuxedo Trot Kids' Fun Run Presented By _____
- Website and social media exposure featuring your logo & links
- Your logo included on race t-shirts
- Prominent location in the Penguin Colony, the pre-race area with a step and repeat photo op banner featuring your logo at the Kids' Fun Run
- A special thank you from our penguins: an 11x14 painting painted BY penguins

\$2,000

Additional opportunities on back.

TUXEDO TROT

SPONSORSHIP OPTIONS

THANK YOU for considering a sponsorship to the 2018 Tuxedo Trot!

The Tuxedo Trot: Run for the Penguins is a fun, family-friendly event created by the Greensboro Science Center's Conservation Committee to raise funds for endangered African penguins. The birds' population has declined dramatically in the past 10 years and there is an urgent need for your help.

100% of profits will be donated to African penguin conservation initiatives.



WHOLE BIRD SPONSOR

- 4 race entries
- 4 GSC General Admission Passes
- Website and social media exposure featuring your logo & links
- Your logo included on race t-shirts
- Space in the Penguin Colony, the pre-race area
- A special thank you from our penguins: an 11x14 painting painted BY penguins

\$1,000

BLACK AND WHITE SPONSOR

- 2 race entries
- 2 GSC General Admission Passes
- Website and social media exposure featuring your company name
- Your company name included on race t-shirts
- Space in the Penguin Colony, the pre-race area
- A special thank you from our penguins: an 8x10 painting painted BY penguins

\$500

BEAK SPONSOR

- 2 race entries
- 2 GSC General Admission Passes
- Website and social media exposure featuring your company name
- Your company name included on race t-shirts
- A special thank you from our penguins: an 8x10 painting painted BY penguins

\$250

WADDLE SPONSOR

- 2 race entries
- A special thank you from our penguins: an 8x10 painting painted BY penguins

\$100

For more information, please email Kelli Crawford at: kcrawford@greensboroscience.org

2018 Tuxedo Trot Sponsorships

Sponsor Deadline

To be included on printed and/or digital race signage and on t-shirts, all sponsor paperwork and funds must be received by May 1, 2018.

NEW Penguin Colony

Our exclusive location for Tuxedo Trot sponsors. This is where you can engage with runners and their families before, during, and after the race. In the past, we've seen great engagement when sponsors consider giving out snacks, doing a raffle, games, prize wheel, or product/swag giveaways at their tables. The Science Center will provide you with tables and chairs for your location.

During the first week of May, the Center will send you a survey to collect information about your plans for your Penguin Colony location. That will include:

- how many tables or chairs you need.
- race day contact: who from your business will be on site the day of
- what type of engagement you are planning at your location. This will help us promote that to attendees in advance of race day as well as through reminders day of.
- when you plan to drop off your materials. You will have the option of arranging drop off on Friday or early Saturday morning.

Your completed survey will be due May 10, 2018.

Sponsor Race Entries

Each sponsorship includes free race entries. Custom codes will be created specifically for each sponsor. Sponsors will then be able to give those codes to anyone they choose. In the past, many sponsors have given them to employees or family members. Those who receive race codes are responsible for registering on the Tuxedo Trot website prior to online registration closing. They will need to enter their custom code to receive their free race registration. Once that is complete, they will receive all pre-race runner communications from the Tuxedo Trot team. They will be able to pick up their race packet on Friday afternoon or Saturday morning.

GSC Passes

All passes earned through sponsorship will be mailed to the sponsor two weeks prior to race day.



2018 TUXEDO TROT SPONSORSHIP FORM

SPONSOR INFORMATION

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City, State, Zip _____

Email Address: _____

Phone Number: (please provide at least one): _____

SPONSORSHIP LEVEL

Please select your Sponsorship

_____ COMBO 5K & Fun Run Title Sponsor: \$5000

_____ 5K Title Sponsor: \$4000

_____ Fun Run Title Sponsor: \$2000

_____ Whole Bird Sponsor: \$1000

_____ Black and White Sponsor: \$500

_____ Beak Sponsor: \$250

_____ Waddle Sponsor: \$100

In Kind Sponsorships: We are looking for in kind donations of food (granola bars, trail mix, popcorn, pizza, etc) and sports drinks (Gatorade, Powerade, etc). We also accept in kind donations of marketing services, printed materials (banners, flyers, posters), etc.

Description and value of In-kind donation:

SPONSORSHIP PAYMENT

Special Note on Foundation Funds: Please note that private foundation funds (e.g., donor advised funds at the Community Foundation) cannot be used to pay for your sponsorship, since your sponsorship package includes tangible benefits such as your race tickets.

Payment can be remitted via credit card (using the link in your sponsor packet) or via check (made out to Greensboro Science Center) and mailed to:

Greensboro Science Center, Attn: Tuxedo Trot
4301 Lawndale Dr.
Greensboro, NC 27455

Please note all donations must be received by May 1st to be included in all applicable sponsor acknowledgements.