# TUXEDO TROT

# SPONSORSHIP OPTIONS

## TUXEDO TROT IMPACT

Participants in 2018
521

**Media Coverage** TV, Print, Radio, Online

#### **Digital Media**

Website 9,700 Pageviews

E-blasts 1,700 Subscribers

Facebook 50,000 Followers

Instagram 4,000 Followers

Twitter 3,800 Followers

#### **Support**

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

The 2018 race raised \$8,000!

# TITLE SPONSOR: COMBINED 5K & KIDS' FUN RUN

- 10 race entries
- 10 GSC General Admission Passes
- Naming rights to both races:
   Tuxedo Trot 5K and Kids' Fun Run Presented By \_\_\_\_\_\_
- Website & 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 both races
- A special thank you from our penguins: a 16x20 painting painted BY penguins

# 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

### 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

\$4,000 ith a step and

\$2,000

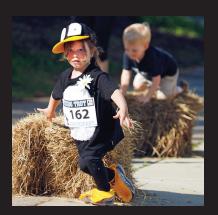
\$5,000

# SPONSORSHIP OPTIONS

## THANK YOU for considering a sponsorship to the 2019 Tuxedo Trot!

The Tuxedo Trot: Run for the Penguins is a fun, familyfriendly 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

#### **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

## **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

#### WADDLE SPONSOR

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





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

#### **2019 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 April 1, 2019.

#### **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 April, 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.

#### **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 given to sponsors after the race.





#### 2019 TUXEDO TROT SPONSORSHIP FORM

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: \$1000Black and White Sponsor: \$500Beak Sponsor: \$250
rair hair file Sponsor. \$2000	Waddle Sponsor: \$100
In Kind Sponsorships: We are looking for in kind donations of food sports drinks (Gatorade, Powerade, etc). We also accept in kind do (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 April 1<sup>st</sup> to be included in all applicable sponsor acknowledgements.