



Sponsorship Level

	Platinum Ghoul \$5,000	Gold Ghoul \$2,500	Silver Ghoul \$1,500	Bronze Ghoul \$1,000	Community Ghoul \$500	Zone Sponsor \$1,200
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Benefits

Logo on start/finish banner	Title sponsor only					
Logo on start/finish fence	Included	Included	Included	Included	Included	Included
Logo on print ads	Title sponsor only 3" logo	2" logo	1" logo	Name listed on ads		1" logo
Logo on poster and postcards	Included	Included				
Opportunity to use mic to present company and/or product at event	Included	Included	Included	Included		Included
Logo on sponsor page on website (size of logo determined by sponsorship level)	Included	Included	Included	Included	Name on website	Included
Logo on t-shirt	Logo printed on front					
Name announced at event	Included	Included	Included	Included	Included	Included
Free expo space	Included	Included	Included	Included	Included	Included
Free race entries and t-shirts	10 entries	8 entries	6 entries	4 entries	2 entries	4 entries
Recognition on School Ghoul social media	Included	Included	Included	Included	Included	Included
Recognition in School Ghoul newsletters	Included	Included	Included	Included	Included	Included

Ghoulish Friends & Family \$300

Name listed on Donor Board prominently displayed at event, free expo space, name listed on website, recognition on social media

Title Sponsor

If interested in becoming a title sponsor, please contact Bob Seagren / rseagren@runracing.com. **Please note that there is a 3 year commitment.**



School GhouL Sponsorship Impression Opportunities

- Logo on t-shirt (*1,500 impressions*) – Title Sponsor ONLY
- Free expo space (*1,500 impressions*)
- Logo on print ads (*3 weeks = 90,000 impressions*)
- Logo on street banners (*4 weeks / 4,700 impressions per day = 987,000 impressions*)
- Logo on website (**www.schoolghoullosalamitos.com**), including clickable link to your website (*2,000 impressions*)
- Prominent placement of your banner(s)/flag(s) in start/finish area (banner/flag supplied by sponsor) (*1,500 impressions*)
 - Individual banner for title sponsor's race and additional banner on barricading
- Name announced at event before, during and after race (*1,500 impressions*)
 - Title sponsor to serve as official race starter
- Opportunity to use mic to present company and/or product at event (*1,500 impressions*)
- Posters, postcards and flyers in 150+ businesses (*at least 10,000 impressions over a 4-week period*) –
***Sponsorship must be confirmed before printing**

That's 1,000,000+ impressions! The size and location of your logo makes a difference – larger logos in often-seen locations are “stickier” and more likely to be remembered.

Sponsor a Zone (\$1,200): 1-inch logo on t-shirt, 4 registration entries, listing in program, free expo space, visibility on print ads and website, name announced at event and opportunity to use mic to present company and/or product at event, recognition on social media, name and/or logo on banner “Ghoul Zone Sponsored by _____.”

The Ghoul Zone is a Halloween carnival-like area in the festival which will be decorated for Halloween and feature face painting, games, opportunities to win small prizes, and entertainment.



School Ghoul Sponsorship Agreement

Sponsor Name _____

(Printed exactly as it should appear in publications)

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Email Address _____

Sponsorship Level _____

In-kind Donation Valued at \$ _____

Total Commitment _____ Check enclosed

Signature _____ Date _____

Email logo to:

labrego@runracing.com

Checks payable to: Run Racing LLC

Mail form and payment to:

Run Racing

10545 Humbolt Street

Los Alamitos, California 90720

Contact: Bob Seagren

Rseagren@runracing.com