



DOWNTOWN DASH

10/5K AND KIDS 1K FUN RUN

JOIN US

AS WE CELEBRATE NEARLY
100 YEARS OF SUPER SERVICE
IN THE COMMUNITY



SATURDAY, APRIL 7, 2018
LITTLE ROCK, AR

1K START TIME: 8AM | 10/5K START TIME: 8:30AM
HANDICAP & STROLLER ACCESSIBLE | PET FRIENDLY
SUPERHERO COSTUMES ENCOURAGED!

\$35/\$25: 10K/5K
\$10: KIDS 1K

**REGISTER
ONLINE NOW**

WWW.JLLR.ORG/DOWNTOWN-DASH

Online registration is available through midnight 4/6/2018. Price will increase on race day.

SUPER FUN ACTIVITIES FOR KIDS

INFLATABLES, GAMES,
COSTUMED CHARACTERS
HEALTHY SNACKS FROM
OUR SPONSORS
FREE SUPER HERO CAPES



UPGRADE THE 5K OR 10K TO SUPER
VIP STATUS FOR \$15 & RECEIVE:

TECH TEE
BRUNCH BUFFET
BEER & MIMOSAS

WOW!

2018 DOWNTOWN DASH SPONSORSHIP PACKET



February 2018

- Print advertisements
- Registration forms, flyers, and brochure
- Pre-race signage
- Finish Line signage

March 2018

- T-Shirt
- Website advertisement and eBlasts
- Inserts for goody bags
- Complimentary race entrant registration

SPONSOR BENEFITS	SUPER SPONSOR (\$10,000+)	MARVELOUS MARATHONER (\$5,000)	INCREDIBLE IRON RUNNER (\$2,500)	SIDE KICK SPRINTER (\$1,000)	JUSTICE JOGGER (\$500)	WONDER WALKER (\$250)
Potential to negotiate in conjunction with other JLLR events to maximize community exposure	•					
Kids 1K Presenting Sponsor	•	•				
Logo on race print advertisement	•	•	•			
Opportunity to reach members with email blast related to, or in support of, the event and sponsor's products or service	•	•	•			
Complimentary advertising in JLLR publications	•	•	•			
Logo on official event t-shirt and all race collateral materials	•	•	•	•		
Booth at event to promote sponsor's product or service	•	•	•	•		
Signage at pre-race area and finish line	•	•	•	•	sponsor name without logo	sponsor name without logo
Logo presence on JLLR website throughout promotion period	•	•	•	•	•	•
Inclusion of marketing material or samples in event goody bags	•	•	•	•	•	•
Complimentary race entries and VIP room access	50	25	15	10	5	2

For more information, contact Elizabeth Griffin, Downtown Dash Chair, at (501) 472-9482 or Maradyth McKenzie, Junior League of Little Rock Development VP, at (501) 454-5415.

MARKETING OPPORTUNITIES

WARM UP SPONSOR

Opportunity for sponsor to lead warm-up routine with local radio DJ
Side Kick Sprinter Sponsor Benefits

\$1,250 (LIMITED TO 1 SPONSOR)

WATER STOP SPONSORS

Special signage at a specific water stop (provided by sponsor)
Justice Jogger Sponsor Benefits

\$500 (LIMITED TO 3 SPONSORS)

MILE MARKER SPONSORS

Special signage at a specific mile marker (provided by JLLR)
Wonder Walker Sponsor Benefits

\$375 (LIMITED TO 6 SPONSORS)

IN-KIND DONATIONS*

Examples include: food and drinks, printing, gift certificates, etc. Please provide description below.

**An appropriate level of sponsor benefits will be assigned according to the value of the donation. Maximum sponsor benefits available for in-kind donations is equivalent to Marvelous Marathoner.*

2018 SPONSORSHIP AGREEMENT

SPONSORSHIP OPPORTUNITY

- Super Sponsor \$10,000+Kids
- Marvelous Marathoner \$5,000
- Incredible Iron Runner \$2,500
- Side Kick Sprinter \$1,000
- Justice Jogger \$500
- Wonder Walker \$250

TARGETED MARKETING OPPORTUNITY

- Warm Up Sponsor \$1,250
- Water Stop Sponsor \$500
- Mile Marker Sponsor \$375
- In-Kind Sponsor *(Please provide value and description)*

Sponsor Name _____

Address _____

Contact _____

Phone _____ Email _____

Sponsorship Total \$ _____

SELECT YOUR METHOD OF PAYMENT

Check # _____ *(please make checks payable to Junior League of Little Rock)*

Credit Card # _____ Exp Date _____ CVV _____

Name on Card _____

Signature _____

PLEASE COMPLETE SPONSORSHIP AGREEMENT AND RETURN TO
Junior League of Little Rock, ATTN: Downtown Dash, 401 South Scott Street, Little Rock, AR 72201
or Morgan McKinney, Development Manager, at morgan.mckinney89@yahoo.com