



The 5th Annual Dennis Police 5K Offers Sponsorship Opportunities for Your Business throughout the Community

The Dennis Police Association invites you to sponsor its 5th annual 5K road race/walk –the Dennis Police 5K: Halloween Hustle on Sunday October 30, 2016. The DPA will also be hosting a Halloween costume contest for all ages following the race.

The funds will benefit the Dennis Police Association in their continued support of the community and the Dennis Police Department through the following:

- Local scholarships (over \$10,000 awarded)
- National Night Out
- Citizens Police Academy
- Police Benevolent Fund
- Community needs

A sponsorship will provide your advertising and promotion of your business throughout the community. This includes opportunities before, during, and after the race event amongst race participants, family, and friends. There will be even more unique ways to promote your business during our Halloween costume contest following the race/walk!

The DPA will be heavily promoting the race through various media outlets. These include local print and radio media, pre-event registration opportunities at other race and community events, New England running clubs, road race websites, and through the local schools, recreation programs, community groups, and statewide public safety agencies.

Race Facts

When: Sunday, October 30, 2016 at 11:00AM

Where: Mayflower Beach, Dunes Road, Dennis, MA

Race Day Features: Race starts and finishes at the stunning Mayflower Beach. Race participants will be able to enjoy the off-season beauty of Dennis' northside and a private after-party within walking distance at Chapin's Restaurant. Race participants are encouraged to wear Halloween themed costumes. A costume contest will be open to all following the race.

~Sponsorship Levels~

Sergeant Level Sponsorship: \$250

Benefits:

- Business or company name on t-shirt (printed business name)
- Opportunity to set up a table and exhibit at the pre-registration event and race day
- Company name/logo on race website with link to your website
- Company literature or product sample provided by you in each runner race bag

Lieutenant Level Sponsorship: \$500

Benefits:

- Business or company name on t-shirt (mid-size logo)
- Opportunity to set up a table and exhibit at pre-registration event and race day under the tent
- Company name/logo on race website with link to your website

- Company name and/or logo mentioned on our Facebook page
- Company Literature or product sample provided by you in each runner race bag
- 2 complimentary t-shirts and race registrations

Captain Level Sponsorship: \$1,000

Benefits:

- Business or company logo on t-shirt (large company logo)
- Opportunity to set up a table and exhibit at pre-registration event and race day under the tent
- 1 lawn sign with your business name placed along the course
- Company name/logo on race website with link to your website
- Facebook promotion
- Company Literature or product sample provided by you in each runner race bag
- Reserved table at Chapins after party
- 4 complimentary t-shirts and race registrations

Chief Level Sponsorship: \$2,000

Benefits:

- Business or company logo on t-shirt (largest and top row)
- Company tent/table set up in start/finish area

- Your business or company name printed on the banner displayed at the start/finish of the race as well as at the after party
- Opportunity to set up a table and exhibit at pre-registration event and race day under the tent
- Recognition as overall sponsor during race start announcements and awards
- Pre-race recognition thru monthly email campaign to over 18,000 runners
- Facebook page promotion
- Post-race recognition as overall race sponsor to all participants
- Company name/logo on race website with link to your website
- 1 lawn sign at pre-registration event entrance
- 2 Lawn signs with your business name along the course
- Reserved table at Chapins after party
- 6 complimentary t-shirts and race registrations

5th Year Anniversary Swag Bag (new this year)

- Available at each sponsor level
- Any printed or promotional products for your business will be placed into a bag each registered runner receives
- Items need to be provided by **October 15, 2016**

Deadline for business logo/name to make the t-shirts is October 10, 2016

Other Sponsorship Opportunities:

- Your business could donate gift certificates or products to be raffled off during the day.
- Your business could provide beverages or food for finish line.
- The DPA is kindly accepting prize donations for the Halloween costume contest.

Custom Sponsorship Opportunities:

- Does your business see a unique sponsorship concept not mentioned? Have an exclusive idea to accommodate to your business? We would love to hear about it!

Thank you in advance for your support. If you would like more information regarding sponsorship activities, please contact:

Race Director
Christine Hornby
(President, Dennis Police Association)
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774-352-1517