

# 2021 Bastille Day Race Sponsorship Levels

## 15 Run/5K Run & Walk

Saturday, July 10, 2021\* Downtown Fenton

Genesee County Habitat for Humanity is seeking donations for our Signature Event, the Bastille Day Race. The event includes three timed and certified races: the 15K run, the 5K run, and the 5K walk. The event will be held Saturday, July 10, 2021 and runners will have their choice of participating virtually or in-person\*

All proceeds will be used to support our mission of providing decent, affordable housing. Yearly, in Genesee County, we build or rehab 8-10 affordable homes, provide approximately 100 homeowners with critical repairs, and invest in various neighborhood improvement projects. **This year, we are hoping to raise \$30,000 to support our mission of providing homes, communities and hope. We can't meet this goal without the generous support of our sponsors.**

### Title Sponsor - \$5,000 (~~1 available~~) - taken

- Sponsor name will be part of the official event name (i.e., 2021 Bastille Day Race proudly sponsored by SPONSOR NAME)
- Most prominent logo on all shirts given out to event participants
- Most prominent logo and name recognition on all printed material for event
- Social media mentions
- Acknowledgment and logo included on Habitat website year-round and on event website
- Logo included on participant photo filter for event interactive website
- Two team build days

### Gold Sponsor - \$1,500 – (available)

- Race signage includes logo
- Second most prominent logo on all shirts given out to event participants
- Logo on all printed material for event, Habitat website and event website
- Recognition at event
- Social media mentions
- One Team Build Day

### Silver Sponsor - \$750 – (available)

- Third most prominent logo on all shirts given out to participants
- Logo on all printed material for event, Habitat website and event website
- Recognition at event
- Social media mention

### Bronze Sponsor - \$300 – (available)

- Logo on all printed material for event and event website
- Recognition at event
- Social media mention

### Mile Marker or Water Station Sponsor - \$100 (18 available)

- Provided an official mile on the course with logo on mile marker sign (if race is held virtually, there will be 18 "Save the Date/Reminder" social media posts leading up to the event to serve as virtual mile markers)
- Recognition on the event website
- Social media mentions

\* if state health restrictions allow, otherwise the event will be held virtually only.