

The 8th annual **REED COLLEGE 5K FUNd RUN/WALK** is a fundraiser for neighborhood elementary schools: Duniway, Grout, Lewis, Llewellyn, and Woodstock.



**HOW:** Reed College coordinates and underwrites the entire event—one hundred percent of the sponsorship dollars and registration fees go directly to Portland Public Schools.

**WHY:** Because we believe in our youth, our community, education, philanthropy, and the positive impact we can make when we come together!

**WHO:** You! We need your support. Become a sponsor, register for the race, volunteer, and help spread the word.

#### SPONSORSHIP CHECKS

**Make sponsorship checks payable to Portland Public Schools** and write "Reed College 5K" on the memo line. Please do not make checks out to Reed College.

Mail your check and completed form:  
Reed College  
Conference & Events Planning  
3203 SE Woodstock Blvd.  
Portland, OR 97202

**QUESTIONS?** Email us at [reed5k@reed.edu](mailto:reed5k@reed.edu) or call 503/788-6656.



#### PLATINUM-LEVEL BENEFIT

## Your company's logo on race day photos

Capturing and sharing race day moments is a special part of running races. As the platinum sponsor for the Reed College 5k, your logo will be seen on

- results/photos events webpage (30,000 views);
- photo overlay;
- photo email;
- social media.

Visit [reed.edu/5k](http://reed.edu/5k) for more details.

SPONSOR THE

# REED COLLEGE

## FUNd RUN/WALK

FOR NEIGHBORHOOD SCHOOLS

SATURDAY, SEPTEMBER 21, 2019



# Sponsorship Opportunities

	SPONSORSHIP LEVELS				
	*Platinum	Gold	Silver	Bronze	Red
	\$2,500	\$1,000	\$750	\$500	\$250
<b>New! Logo on race photos</b> (2,800 digital brand impressions)	♦				
Reed Magazine advertisement (40,000 copies printed)	♦	♦			
Chamber Music Northwest Summer Festival program advertisement (21,000 copies printed)	♦	♦			
Reed College Summer Conference Handbook (3,500 copies printed)	♦	♦	♦		
EnMotive online race advertisement	♦	♦	♦		
Race rack cards (1,000 distributed)	♦	♦	♦		
Logo on postcards to neighborhood (1,500 mailed)	♦	♦	♦		
Logo on race poster (200 posted)	♦	♦	♦	♦	
Email blasts	♦	♦	♦	♦	
Vendor booth at race	♦	♦	♦	♦	
Logo on back of tech T-shirt (800)	♦	♦	♦	♦	
Opportunity to advertise in runners' packets	♦	♦	♦	♦	
Logo on official race website	♦	♦	♦	♦	♦
Social media promotion (Facebook, Twitter, Instagram)	♦	♦	♦	♦	♦
Logo on sponsorship recognition poster	♦	♦	♦	♦	♦
Recognition at kick-off	♦	♦	♦	♦	♦
Pancake breakfast	♦	♦	♦	♦	♦
Outgoing press releases	♦	♦	♦	♦	♦
Thank you email blast	♦	♦	♦	♦	♦
Website thank you	♦	♦	♦	♦	♦
Number of free race entries	24	8	6	4	0

\*For more information on the Platinum level, see back of brochure.

## IN-KIND DONATIONS

If your company would like to make a donation of merchandise or gift certificates that can be given as door prizes, please email [reed5k@reed.edu](mailto:reed5k@reed.edu). You/your company will be recognized at the award ceremony.

Please note that some benefits are **subject to print deadlines**. We begin our marketing efforts in March; therefore, the sooner you commit to sponsoring, the more benefits you will receive.

**LEARN MORE** at [reed.edu/5k](http://reed.edu/5k).

# Count us in!

Contact name: \_\_\_\_\_

Contact phone number: \_\_\_\_\_

Contact email: \_\_\_\_\_

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

## I / WE WANT TO

- SPONSOR** the FUNd Run/Walk;  
Sponsorship level \_\_\_\_\_
- REGISTER** to run or walk (visit [reed.edu/5k](http://reed.edu/5k));
- VOLUNTEER**;
- PROMOTE** the FUNd Run/Walk at my business or workplace.

## NOTE:

If you sign on as a sponsor, please email your business's logo in both a black/white and full color vector format (.ai, .eps, .svg) to [reed5k@reed.edu](mailto:reed5k@reed.edu) by **June 1**.