

City of Alpharetta Health and Wellness Alpha5KSeries



Sponsor Name: _____ Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

Select a Sponsorship Level (Descriptions provided on following page)	<input type="checkbox"/> Premiere \$1,500	FOR OFFICE USE ONLY: <input type="checkbox"/> Cash <input type="checkbox"/> Check # _____ <input type="checkbox"/> In-Kind (See Below) Notes: _____ _____ _____
	<input type="checkbox"/> Affiliate \$750	
<input type="checkbox"/> Patron \$400		
<input type="checkbox"/> Supporting \$250		

Please list what activity you will have at your booth space: _____
ALL FEES ARE DUE UPON RECEIPT, UNLESS OTHERWISE NEGOTIATED.

Please send all logos in vector format, for best print use. Send logos by email by February 12th 2024 to be included in any/all remaining event ads and media inclusions to acornista@alpharetta.ga.us.

Waiver of Liability

I understand and acknowledge that participation in this event can be hazardous, and I hereby assume all risk while participating. I, and anyone entitled to act on my behalf, waive and release the City of Alpharetta, its agents, employees, officers, officials and sponsors from all rights and claims for any personal injury, death, or property damage suffered by me, or that I cause to others, as a result of my participation in this event. I, the undersigned, agree, without any right of payment or editing, to allow the City of Alpharetta to use the images of me and/or my children, including reproductions of photos, video, audio or other reproductions, for use in all types of media for public relations purposes to promote Recreation, Parks & Cultural Services programs and activities. I, the undersigned, give permission to the City of Alpharetta to obtain and authorize medical care for participants at any hospital, emergency medical center, or any other health facility; by any medical doctor, osteopath, nurse, surgeon or any other medical practitioner. I also agree to be responsible for the expenses of any medical care required, and I hold the staff authorizing the medical care harmless from any damages suffered by the participant as a result of the medical treatment authorized.

Signature (required): _____ Date: _____

Submit completed Sponsorship Application along with a check payable* to the "City of Alpharetta" to:

City of Alpharetta Recreation, Parks & Cultural Services

Attn: Angel Cornista

3655 Preston Ridge Road Suite 100 Alpharetta GA 30005

Telephone: (678) 297-6195, E-mail: acornista@alpharetta.ga.us

* If you prefer to pay with a Visa®, MasterCard® or American Express® credit card, please call Angel Cornista, Recreation Coordinator and Health & Wellness programmer, at (678) 297-6195.



The ALPHA.5K.SERIES is presented by The City of Alpharetta Health and Wellness team through Recreation, Parks, & Cultural services. All three races are professionally timed through MYLAPS and TRACX services. The course is mixed with hills and flat surface through the Alpharetta Wills Park Trail. This family fun environment is perfect for walkers, beginner runners, and advanced runners. Sponsors are encouraged to participate with their team! Anticipated attendance per race is 150-200 runners, and 50-100 spectators.

2024 SERIES DATES

5K Dog N' Jog – March 3rd
Summer Hustle 5K – June 30th
Think Pink 5K – October 6th

Sponsorship Levels

Premiere \$1,500

Recognition as the presenting sponsor for ALPHA5KSERIES. Event to be referenced in all communication as “The City of Alpharetta’s ALPHA5KSERIES presented by XXXXXX”

Pre-Event Advertising. Logo will be placed on all pre-event advertising such as press release, posters, banners, and flyers that will be distributed throughout the community and city website. Sponsor logo included on social media graphics promoting the event. Logo inclusion on multiple A-Frames promoting the event. Logo inclusion on T-shirt.

Brand Placement. Sponsorship mentioned in PA Announcements before, during and after race. Inclusion on A-Frame signage at event and in registration app. Logo will be on mile marker signage. Opportunity to include business information/item (provided by sponsor) in race bags. Logo placed on all race bibs.

Banner Placement. You can provide a banner that can be on display throughout the event (placement will be done by event host).

On-Site Presence. A 10x10 booth space at the event. 10 complimentary race registrations per race.

AFFILIATE \$750

Pre-Event Advertising. Sponsor logo included on social media graphic posts prior to event.

Brand Placement. Logo Inclusion on A-Frame signage at event & T-shirt. Sponsor mentioned once during warm-up before the race. Opportunity to include business information/item (provided by sponsor) in race bags.

Banner Placement. You can provide a banner that can be on display throughout the event (placement will be done by event host).

On-Site Presence. A 10x10 booth space at the event. 5 complimentary race registrations per race.

PATRON \$400

Pre-Event Advertising. Sponsor logo included on social media graphic posts prior to event.

Brand Placement. Inclusion on A-Frame signage at event. Opportunity to include business information/item (provided by sponsor) in race bags.

On-Site Presence. A 10x10 booth space at the event.

SUPPORTING \$250 (per Race)

On-Site Presence. A 10x10 booth space at the selected race(s).

Sponsors are required to attend each event. Tents and tables are to be provided by sponsor, unless otherwise negotiated. Tents must be secured with weights and not stakes.

Note: A gift to a city/municipality is a tax deductible if it is made for public purposes (IRS Code, 26 U.S.C. 170© (1)).

**All print ad inclusions are subject to space availability, restrictions, and depending on date of sponsorship commitment. Sponsorships can NOT be given away, or traded. Any sponsor having another organization in their booth space must receive written permission from the event coordinator prior to the event to do so, to ensure there are no conflicts with other vendors/sponsors.*