

2017 Sponsorship Levels

➤ **5K Fun Run Title Sponsor \$10,000**

Company/organization will have exclusive naming rights to the 5K Fun Run (i.e. Al's Auto FamFest 5k Fun Run) Name and logo will be featured *most prominently* on the 5K T-shirt as well as all marketing and promotion materials, including the event posters and banners, social media advertisement program, logo placement and special recognition on the website along with acknowledgement in all press releases and media materials. Logo will also appear above the arch of the start/finish line of the 5K. Title Event Sponsor Level will receive a free information booth.

➤ **Platinum Level \$7,500**

Company/organization name and logo will be featured *prominently* on all marketing and promotion materials including the 5K T-shirt, event posters and banner, social media advertisement program, logo placement on the website, and acknowledgement in all press releases and media materials. Logo will be placed prominently at Mile Markers along the 5K route. Platinum Level sponsors will receive a free information booth.

➤ **Gold Level \$5,000**

Company/organization logo will be featured on marketing and promotion materials, including the 5K T-shirt, the event posters and banners, logo placement on the website, and acknowledgement in all press releases and media materials. Logo will be placed at one Mile Marker along the 5K route. Gold Level Sponsors will receive a free information booth.

➤ **Silver Level \$1,500**

Company/organization name will be on promotion materials, including the 5K T-Shirt, and logo placement on the website. Silver Level Sponsors will receive a free information booth.

➤ **Bronze Level \$500**

Company/organization name will be on the 5K T-Shirt and the logo will be listed on the event website.

**Please note that some promotional materials will be printed months in advance of the event.
Prompt donations are appreciated!**

If you have any questions, please contact Paul Sanftner at (510) 670-5967 or paul.sanftner@acgov.org

Please make checks payable to "Alameda County FamFest" and mail to:

Alameda County - FamFest
C/O Supervisor Nate Miley
1221 Oak St, Suite 536
Oakland, CA 94612

