



RIVERFRONT RUN

JUNE 8, 2024

8:40am 10k | 9am 5k



SPONSORSHIP OPPORTUNITIES

Since our founding in 2003, the Detroit Riverfront Conservancy has supported our community by maintaining, developing and programming nearly 8 miles of green spaces. With your support, we can continue to ensure that Detroit has a beautiful, clean, safe and accessible riverfront for years to come.

This year's Detroit Riverfront Run features a 5k & 10k run/walk and will be held on June 8, 2024 with an estimated attendance of more than 1,000. The race route will showcase the Detroit Riverwalk and Dequindre Cut. All participants will receive a performance T-shirt, a commemorative medal, post race snacks and other goodies to be announced.





SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$25K

The Presenting Sponsor would become the exclusive sponsor of the Detroit Riverfront Run.

Sponsorship includes:

- Event Naming rights - Detroit Riverfront Run presented by XX
- Logo on detroitriverfrontrun.com website and sponsor feature page on website
- Logo on all event signage*
- Logo and link in electronic publications
- Logo on any printed materials*
- Fifty (50) complimentary event registrations for Presenting Sponsor
- One Hundred (100) \$10.00 discount codes for your organization
- 3 Social media post with \$5 discount code featuring sponsor name - reach up to 125k
- Opportunity to set up a promotional tent at start/finish of race
- Branded giveaway for runners
- Course signage on Riverwalk and Dequindre Cut
- Company feature in sponsor and thank you email - to reach more than 15k

*sponsorship contract must be signed prior to print date. Print date varies per item.

Fair Market Value of Sponsorship is \$7,500.



For questions or to reserve a sponsorship, please contact Rachel.Frierson@detroitriverfront.org

SPONSORSHIP LEVELS

RIVERWALK SPONSOR - \$10K

Sponsorship includes:

- Logo on detroitriverfront.com website and weblink on website
- Logo on event signage along the Riverwalk portion of the course - seen by all participants
- Logo and link in electronic publications
- Twenty Five (25) complimentary event registrations for Riverwalk Sponsor
- 100 complimentary event registration \$7.00 discount codes
- Opportunity to set up a promotional tent at start/finish of race
- Social media post with \$5 discount code featuring sponsor name - reach up to 125k
- Company/Organization listing in sponsor email - to reach more than 14k
-

*sponsorship contract must be signed prior to print date. Print date varies per item.

Fair Market Value of Sponsorship is \$3,000.



DEQUINDRE CUT SPONSOR - \$5K

Sponsorship includes:

- Logo on detroitriverfront.com website and weblink on website
- Logo on event signage along the Dequindre Cut portion of the course - seen by 10k participants
- Logo and link in electronic publications
- Twenty Five (25) complimentary event registrations for Riverwalk Sponsor
- 50 complimentary event registration \$7.00 discount codes
- Opportunity to set up a promotional tent at start/finish of race
- Social media post with \$5 discount code featuring sponsor name - reach up to 125k
- Company/Organization listing in sponsor email - to reach more than 14k

*sponsorship contract must be signed prior to print date. Print date varies per item.

Fair Market Value of Sponsorship is \$1,000.



For questions or to reserve a sponsorship, please contact Rachel.Frierson@detroitriverfront.org

SPONSORSHIP LEVELS

FRIEND OF THE RUN- \$1K

Sponsorship includes:

- Logo on detroitriverfrontrun.com website and weblink on website
- Logo on sponsor recognition signage
- Logo and link in electronic publications
- Ten (10) complimentary event registrations for Riverwalk Sponsor
- 25 complimentary event registration \$7.00 discount codes
- Opportunity to set up a promotional tent at start/finish of race
- Company/Organization listing in sponsor email – to reach more than 14k

*sponsorship contract must be signed prior to print date. Print date varies per item.

Fair Market Value of Sponsorship is \$400.

COMMUNITY PARTNER - IN KIND

Be a community partner for the Riverfront Run and provide a much needed amenity for the race. Items include giveaways, water, snacks, or share with us your ideas to make the Riverfront Run a one of a kind event. In Kind benefits may include custom discount codes, social media recognition, or opportunity to connect with participants at the event.



For questions or to reserve a sponsorship, please contact Rachel.Frierson@detroitriverfront.org