



Join us May 17-18, 2019

Half Marathon

5K Run/Walk

Main Street Mile

Kid's Main St. Mile

## Sponsorship Opportunities



# Friday + Saturday, May 17 and 18, 2019 Governor's Cup Road Race



Main Street  
Columbia, S.C.

The Governor's Cup is operated by the Carolina Marathon Association which has been conducting major running events in Columbia since 1977. South Carolina's Running Festival kicks off with our Expo on Friday, May 17, at 11:00 am. At 6:30 p.m. the excitement moves to the Main Street Mile and Kid's Main Street Mile.

On Saturday, May 18, the Half Marathon begins at 7:00 am and the 5K Run/Walk will follow at 7:30 am. Both races will experience a fun, challenging, and scenic course that includes historic areas and will encounter entertainment from more than 25 Spirit Corps locations on the course. Not to mention that both races are considered RRCA South Carolina State Half Marathon and 5K championships. Our finish area includes music, food, vendors, and activities leading up to our award ceremonies and post-race celebration.

You can expect that our attendance will reach over 2,000 participants including over 600 kids on Friday night. As a sponsor of the event, you will have the opportunity to reach over 5,000 potential clients. You will also receive several sponsor benefits which can be found on pages 2-4.

Governor's Cup Road Race is pleased to announce that we will be donating a portion of our proceeds back to Dream Riders. Dream Riders offers equestrian experiences to people with special needs so they may enjoy the sport both therapeutically and recreationally.

Thank you for your consideration of supporting Governor's Cup Road Race. We expect to meet the highest standards for competitive running events as our motto has always been, "Our events are managed by runners for runners." We appreciate your review and look forward to hearing from you.

Sincerely,

The Governor's Cup Road Race Volunteer Committee

<h2>Expo</h2>	As a 2019 sponsor, you have the opportunity to be part of the Governor's Cup Road Race Expo taking place on Friday, May 17 at Hilton Columbia Center From 11 a.m. - 7:30 p.m.. It's free and open to the public. Several thousands participants will stop by the expo to pick up their packets.
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## Volunteer Committee

- Russ Pate, Event Director
- Kerry McIver Cordan, Kids Main Street Mile
- Mark Stout, Race Operations
- Ed Bosch, Race Operations
- Grayson Hopp, Community Relations Coordinator
- Katie Miller, Event Coordinator
- Jeremy Becraft, Main Street Mile
- Ray Renner, Finish Line Environment
- Katheryn Cavanaugh, Elite Athletes

# Governor's Cup Road Race






























## 2019 Sponsorship Opportunities

Cash + In kind

**Special Thanks to  
Lexington Medical Center,  
Presenting Sponsor (\$50,000)  
2019 Governor's Cup Road  
Race**



**LEXINGTON  
MEDICAL CENTER**

Benefits	Platinum \$25,000	Gold \$15,000	Bronze \$10,000	Silver \$5,000	Emerald \$2,000
complimentary registrations to walk or run	10	8	5	3	
recognition during opening ceremony					
50-word writeup and ad space on website					
logo with hyperlink in the sponsor section of website					
name listed in the sponsor section of website					
logo placement in all printed and electronic materials					
logo on finish line chute					
opportunity for table at Expo on May 17 and at finish line on May 18					
recognition on the Governor's Cup social media channels					
opportunity to add a promotional item to race bags for Kids Mile, 1 Mile, 5K and Half Marathon (approx. 2,500)					

# Sponsorship Opportunities

## 2019 Governor's Cup Road Race

cash + in-kind

### KIDS MILE RUN

\$25,000

- Name recognition as the Kids Mile Run Sponsor
- Speaking opportunity at Kids Main Street Mile starting ceremony and awards ceremony
- Sponsorship subsidizes 1000 free entries to local elementary age students
- Logo placement on printed and electronic materials
- Two banners on finish line chute
- Logo placed on overhead finish line banner
- Logo on medal ribbon
- Logo on Kids Mile Run race bibs
- Logo on Kids Mile Run finish tape
- Name or business mentioned in press release
- Name or business to be listed in website and on Governor's Cup social media channels
- Opportunity to have a table at the Expo on May 17 and at Finish Line on May 18
- Opportunity to put giveaway item in approximately 2,000 bags for participants
- 10 complimentary registrations



### MAIN STREET MILE

\$25,000

- Name recognition as the Main Street Mile Sponsor
- Speaking opportunity at Main Street Mile starting ceremony and awards ceremony
- Logo placement on printed and electronic materials
- Two banners on finish line chute
- Logo placed on overhead finish line banner
- Logo on medal ribbon
- Logo on Main Street Mile race bibs
- Logo on Main Street Mile finish tape
- Name or business mentioned in press release
- Name or business to be listed in website and on Governor's Cup social media channels
- Opportunity to have a table at the Expo on May 17 and at Finish Line on May 18
- Opportunity to put giveaway item in approximately 2,000 bags for participants
- 10 complimentary registrations

### 5K

\$25,000

- Name recognition as the 5K sponsor
- Speaking opportunity at starting line
- Name listed on website and on Governor's Cup social media channels
- Logo placement on printed and electronic materials
- Logo placed on signage at event
- Opportunity to have a table at the Expo on May 17 and Finish Line on May 18
- Opportunity to put giveaway item in approximately 2,000 bags for participants



### EXPO

\$15,000

- Name listed on website and on Governor's Cup social media channels
- Logo placement on adult race bags (approx. 2,000)
- Logo placement on printed and electronic materials
- Logo placed on welcome banner
- Opportunity to have a table at the Expo on May 17 and at Finish Line on May 18
- Opportunity to put giveaway item in approximately 2,000 bags for participants
- Logo on exhibitor sales brochure

## Exclusive Sponsorships

# 2019 Governor's Cup Road Race

cash + in-kind | 2020 first right of refusal (due 8/15/19)

Cooling Towel	\$5,000	<ul style="list-style-type: none"> <li>Cool runners down during training or racing with a branded reusable cooling towel on approximately 2,000 towels.</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor Cup's social media channels</li> <li>Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Shoe Wallet	\$5,000	<ul style="list-style-type: none"> <li>Keep runners' hands free with a branded shoe wallet. Easily secures to the shoe laces with a hook-and-loop closure. (approx. 2,000)</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor Cup's social media channels</li> <li>Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Half Marathon Mile Marker	\$3,000	<ul style="list-style-type: none"> <li>Logo on mile marker signs along half marathon route (miles 4-13)</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor Cup's social media channels</li> <li>Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Volunteer Shirts	\$2,000	<ul style="list-style-type: none"> <li>Logo placement on volunteer T-shirts (approx. 150)</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor Cup's social channels</li> <li>Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Running Scarf	\$1,750	<ul style="list-style-type: none"> <li>Logo placement on bandana scarf for participants (approx. 1200)</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor Cup's social channels</li> <li>Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Balloons	\$1,750	<ul style="list-style-type: none"> <li>Balloon tower in prominent locations with signage with sponsor's name</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor Cup's social media channels</li> <li>Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
5K Mile Marker	\$1,500	<ul style="list-style-type: none"> <li>Logo on 3 mile marker signs along 5K route (miles 1-3)</li> <li>Name listed in the sponsor section of website</li> <li>Name mentioned on Governor's Cup social media channels</li> <li>Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Spirit Corps	\$1,500	<ul style="list-style-type: none"> <li>Name/logo recognition at all Spirit Corp locations along the routes</li> <li>Name listed in the sponsor section of website</li> <li>Name or business mentioned on Governor's Cup's social media channels</li> <li>Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Hospitality Tent	\$1,500	<ul style="list-style-type: none"> <li>Logo on sign next to Hospitality Tent</li> <li>Name listed in the sponsor section of website</li> <li>Name or business mentioned on Governor Cup's social media channels</li> <li>Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Selfie Station	\$1,000	<ul style="list-style-type: none"> <li>Logo on sign next to Selfie Station located at finish line area</li> <li>Name listed in the sponsor section of website</li> <li>Name or business mentioned on Governor Cup's social media channels</li> <li>Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>

**SOLD to  
Columbia Fireflies**

To learn about customized sponsorship opportunities, please call 803-960-6202

# Governor's Cup Road Race

2019 Commitment

Yes! I would like to support Governor's Cup Road Race as a \_\_\_\_\_ sponsor, at a value of \$ \_\_\_\_\_.

Company (how it will appear in print) \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Social channels/handles \_\_\_\_\_

Signature \_\_\_\_\_

Send acknowledgement to \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Invoice me for my gift of \$ \_\_\_\_\_ in \_\_\_\_\_ installments

Check enclosed (made payable to Carolina Marathon Association) | Federal Tax ID # is 57-0989561

Visa  MasterCard  American Express  Discover

Account number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Amount to be charged to credit card: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

If logo inclusion is part of your sponsorship, please send the following file formats: eps, jpg, ai, png.  
Send both black and white and 4-color files.

Return your completed form and logos to Katie Miller at Governor's Cup Road Race  
Katie.Miller@governorscupsc.org | 803-960-6202 | www.Governorscupsc.org