



AUGUST 20, 2022

SPONSOR PACKET



LIGHT UP THE CORNERS
4 Mile Glow Run & 1k Twilight
Trot
August 20, 2022



Please join us in “lighting up” Peachtree Corners and the lives of so many in our community.

- Light Up The Corners Glow Run & Twilight Trot is a much-loved and highly anticipated annual community GLOW RUN and fundraiser in Peachtree Corners. Every year, this event attracts the competitive racer, the occasional runner, students, young children, families, seniors, walkers, and hundreds of spectators and volunteers. The goal of the event is to showcase our beautiful city, promote a strong sense of community pride, encourage physical fitness for all ages, and raise funds for the **Why It Matters** campaign at the Fowler Family YMCA and other local charities. All proceeds from this race stay within our community and allow the YMCA to provide much-needed assistance and support to at-risk children and families within our community. When you sponsor this event, you make a significant difference and lasting impact in the lives of those in our community who need it the most.

When, Where, Who, and Why

- **When:** August 20, 2022
- **Where:** All races will start and end at **The Forum on Peachtree Parkway**
- **Who:** 1,500+ runners, walkers, sponsors, spectators, and volunteers
- **Why:** Light Up The Corners, Inc. is a 501 (C3) nonprofit organization run completely by volunteers in our community for the sole purpose of raising money for charitable organizations within our community. This mission cannot be realized without the support and partnership of the local business community. Monetary and in-kind product or service donations serve as the backbone to this important fundraising event. By sponsoring this race, you invest in your community. Your tax-deductible contribution positively affects individuals lives and the health and well-being of our community.

Bronze Level Sponsor

(\$250.00)

- Logo and link on website: www.lightupthecorners.com
- Logo on 5'x 8' "Bronze Sponsor" banner to hang at race headquarters for packet pick-up and race night.
- May provide marketing material in the "SWAG" bags given to each participant.

Silver Sponsor (\$500)

- **Bronze level benefits, PLUS:**
- 2 complimentary entries into the race
- Table and Tent set up on race night
- Small logo on back of race T-shirt
- Name on large “Thank You” banner to hang at Fowler YMCA for three months following race

In-Kind Sponsor

- Provide food and/or drinks to participants in exchange for tent/table set-up at event, PR/marketing material placed in “SWAG” bags or handed out at tent, and hourly ‘shoutout’ recognitions on race night.

Gold Sponsor (\$1,000)

- 5 complimentary race entries and T-shirts
- Recognition as gold level sponsor during hourly shout-outs on race night.
- Individual 3'x3' banner to hang at race headquarters
- Large, prominent sponsor tab on www.runthecorners.com
- Larger logo on back of race T-shirt
- Recognition and link to your website on email blasts
- Recognition as Gold Level sponsor on large Thank You banner to hang in lobby of the Fowler YMCA for three months following the race

Platinum Sponsor

(\$2,500)

- Large logo on top of back side of race T-shirt, and larger name or logo on top of sponsor listings on website, promotional material and e-blasts.
- 10 complimentary race entries and t-shirts
- Large 3'x6' individual banner at race headquarters during race weekend, and top placement on large Sponsor banner to be placed in YMCA atrium for 3 months after the race.
- Your choice of tent/table location at post-party.

Title and Venue Sponsor (\$7,500+)

- Lower level sponsor benefits PLUS:
- 20 free race entries & T-shirts
- Logo as part of race logo on marketing material, social media, and websites
- Largest logo on back of t-shirt

Sponsorship Commitment Form

Please complete this form and mail along with donation (payable to Light Up The Corners) to:
Light Up The Corners, P.O. Box 922400, Peachtree Corners, GA 30010

SPONSOR NAME _____

EMAIL: _____

WEB URL: _____

Social Media: Twitter _____ Instagram _____ Facebook _____

SPONSORSHIP LEVEL: (select one)

_____ Title (\$7,500*)

_____ Platinum (\$2,500)

_____ Gold (\$1,000)

_____ Silver (\$500)

_____ Bronze (\$250)

IN-KIND DONATION* (food, drink, prizes, SWAG for race bags) _____

*We are anticipating at least 1,500 participants this year and ask that our in-kind donors plan accordingly.

Do you plan to include promotional material for the race bags? _____ YES _____ NO

Do you wish to have a table/tent at the post-race party on August 13th? (Silver and above) _____ YES _____ NO

If yes, please check what you need from us:

Tent ___ Table ___ Table Cloth ___ Chair ___ Electric Outlet ___

CONTRIBUTIONS ARE TAX-DEDUCTIBLE TO THE FULLEST EXTENT ALLOWED BY LAW.

If you have any questions, please contact Amy Massey at 404-683-5593 or amassey@runthecorners.com