



Buchert Park

Mantua Village

July 14, 2018



## *2018 SPONSORSHIP BENEFITS PACKAGE*

### RACE DETAILS

**Saturday, July 14, 2018**

Location: Buchert Park, Mantua Village

7:00 AM Registration and Check in opens

8:00 AM Race Starts



## RACE PURPOSE

The Headwaters Adventure Race provides a fun opportunity to encourage healthy activity while showcasing historic sites, parks, trails, nature preserves, scenic landscapes and the beautiful Upper Cuyahoga River, a State-designated Scenic River. The event also helps to raise funds for the Portage Park District to support trails and watershed conservation. Because the Foundation is a charitable organization, the value of your donation may be considered tax-deductible to the extent allowable by law.

The race will offer awards to the top three overall individual males, females and teams, and the first place male and female in each age category.

## EVENT IMPACT

The event helps to raise funds for the Portage Park District. The Portage Park District conserves important natural areas and creates parks and trails for public use and enjoyment. They partner to improve the health and quality of life in communities, while realizing significant economic benefits.

## EVENT METRICS

From 2016 to 2017 we saw just over a 15% increase in the number of participants. We plan to increase participation in the race this year by at least another 15% as outlined in the graph below. The participants range in age from 12 – 70 years old.



## MARKETING PLATFORMS

The Portage Park District utilizes the following platforms to advertise the event:

- Monthly e-newsletter
- Facebook @portageparkdistrict
- Website [www.portageparkdistrict.org](http://www.portageparkdistrict.org)
- Constant Contact email blast
- Ad on active.com
- Flyers at local businesses
- Flyers included in area race bags



## CORPORATE SPONSORSHIP BENEFITS

	Headwaters Guide \$1,000	Headwaters Crew \$500	Headwaters Ally \$250	Headwaters Friend \$100
Name included in race media releases			SELECT	
Logo on e-marketing to race participants				
Logo on event ads			SELECT	SELECT
Logo on race website with link to sponsor's website				
Sponsor-supplied banners displayed along finish chute				
Complimentary race entries (individual)	5	3	2	1
Logo on participant t-shirts				
Verbal recognition by announcer throughout race				
Sponsor-supplied material to be included in race bag				

## INTERESTED IN BECOMING A SPONSOR?

### CONTACT US:

Kristi Kato

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440-231-2311

**Checks can be made out to:**

Portage Park District Foundation  
 705 Oakwood Street, Suite G-4  
 Ravenna, Ohio 44266