



2023 ROAD RACE SPONSORSHIP OPPORTUNITIES



Professionally produced by ARE Event Productions in NY's Capital Region.



COMMITTED TO EXCELLENCE

We strive to create high quality, engaging running events that foster an inclusive and upbeat atmosphere and experience.

It is the mission of ARE Event Productions (AREEP) to create uniquely energetic events with an attention to detail, professionalism, and festive feel typically found at the most nationally renown events.

Since 2003, we have been involved with the production of over 2,000 events throughout the country, including National Championships, the NYC Marathon, the Nike Women's Race Series, and races of all scopes.

Our operation is further enhanced by our entire team's passion for the sport. When we aren't producing running events, we are *participating* in them. While enjoying the thrill of racing, we continue to come up with ideas to further enhance the experience at our own events.

In addition to our 6 trail races, we have 4 annual major road races:

- **Sat, March 11, 2023: Electric City 10K (Schenectady)**
- **Sat, April 15, 2023: Helderberg to Hudson Half Marathon (Albany)**
- **Sun, May 28, 2023: Miles on the Mohawk 10M (Schenectady)**
- **Sun, November 19, 2023: Upstate Classic 5K and 13.1M (Guiderland)**

These events combine to bring together thousands of members of our community and beyond to share in days they remember for a lifetime. We welcome you to help enhance the experiences at these events while promoting your organization by being a race sponsor.

IN THEIR WORDS

"Easily the best half marathon I've ever run."
- Alex H. from Broadalbin

"This was the most organized and best run event of any kind that I've ever been a part of. The communication was so good, keeping everyone interested and excited all along via Facebook posts, emails, the extremely thorough handbooks, the high quality giveaways, the AMAZING food and beer. The gorgeous course. Truly an incredible event."
- Anne M. from Clarksville

"Amazing job putting this together. It ranks up there with many of the massive and iconic races I have run. It was obvious you put tons of thought and effort into everything from the logo to the design of the signage to the entire finish area. Fabulous work." - Renee B. from Albany



UNLIKE ANY OTHER



WHAT MAKES AREEP EVENTS STAND OUT

- Among the most experienced endurance event production teams in the country
- Our in-person and online communities actively engage and motivate one another
- Extensive attention to detail in course design, marking, and management
- Accurate results with live tracking
- The feel of a major race with ample event flags, signage, and related collateral
- Quality giveaways and keepsakes that build the brand of each event
- Upbeat entertainment and announcing from start to finish
- Unbeatable post-race experiences with great food, music, and more





BE PART OF IT

As a sponsor of an AREEP road race, not only are you helping us maximize the quality of the event, but you can put your contribution to work for your organization.

USE OUR EVENTS TO

- **Gain exposure** to healthy and active members of our community
- **Announce a product** or promote a cause
- **Maximize your marketing** opportunities
- **Be a good community partner** and promote health



SPONSORSHIP

Your partnership will assist us in producing first-class events.

PRIMARY SPONSORSHIP TYPES

	Bronze	Silver	Gold	Diamond	Platinum
Electric City 10K	\$100	\$250	\$500	\$1,000	\$1,500
Helderberg to Hudson 13.1M	\$100	\$250	\$500	\$1,000	\$2,500
Miles on the Mohawk	\$100	\$250	\$500	\$1,000	\$2,500
Upstate Classic	\$100	\$250	\$500	\$1,000	\$2,500
Announced at Event	✓	✓	✓	✓	✓
Appear on Event Website	Name as Text	Name as Text	Logo	Logo	Logo
Social Media Announcement		✓	✓	✓	✓
Complimentary Entries		1	2	3	5
Printed on Sponsor Banner			✓	✓	✓
Logo on a Mile Marker			✓	✓	✓
Corporate Banner Display				✓	✓
Logo on Race Bib				✓	✓
Logo on Finish Structure					✓

SPONSORSHIP DISCOUNTS

Sponsor 2 events, deduct 5% from the total sponsorship fee.

Sponsor 3 events, deduct 10% from the total sponsorship fee.

Sponsor all 4 events, deduct 20% from the total sponsorship fee.



ACTIVATIONS

Increase your company visibility.

ACTIVATION SPONSORSHIPS

Mile Marker Sponsor - \$150/location/event (quantities vary by event)

Your logo placed on a mile marker. Gold, Diamond, and Platinum sponsors have their logo placed at a mile marker as part of their primary sponsorship.

Race Photography Sponsor - 1 available per event

\$1,200 for the Electric City 10K, \$3,000 for all other events.

Free digital photos are provided for all participants. The images have a non-obstructing watermark showing the event logo, title sponsor (if applicable) and your logo.



TITLE SPONSORSHIP

Put your name on it.

Be our most prominent partner in promoting health and community through the event. This can take the form of direct contribution, in-kind donations toward event needs, or a combination of both. As the title sponsor:

- 1. All event promotions/Social Media presence will be revised/stated as:

The **YOUR COMPANY NAME** Event Name

- 2. Receive all perks associated with the Platinum Sponsorship
- 3. Event medal* will have your company logo on it
- *The Electric City 10K does not have medals. Medal inclusion requires at least 3 month lead time as title sponsor.*
- 4. 4 x 12' flag pole banners, for use at the start and finish lines, showing the event logo and your logo
- 5. Your logo on the winner's tape broken by the top male and female to finish
- 6. Your logo on all participant photos

Electric City 5 Miler	Helderberg to Hudson	Miles on the Mohawk	Upstate Classic
\$6,000	\$20,000	\$15,000	\$10,000

Please direct your Title Sponsor inquiry to Josh Merlis at jmerlis@areep.com or (518) 320-8648.



SPONSORSHIP FORM

Complete this online at areep.com/sponsor

Prefer to sponsor by mail?

Complete the form below and mail to AREEP, PO Box 38195, Albany, NY 12203

Check made payable to "AREEP"

Place a check in each box for your desired sponsorship.

	Bronze	Silver	Gold	Diamond	Platinum	Mile Mark	Photography
Electric City 5 Miler	<input type="checkbox"/> \$100	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$150	<input type="checkbox"/> \$1,200
Helderberg to Hudson	<input type="checkbox"/> \$100	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$150	<input type="checkbox"/> \$3,000
Miles on the Mohawk	<input type="checkbox"/> \$100	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$150	<input type="checkbox"/> \$3,000
Upstate Classic*	<input type="checkbox"/> \$100	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$150	<input type="checkbox"/> \$3,000

**Respectfully please wait until after 4/1 before sponsoring Upstate Classic - we are still finalizing plans for that event.*

Subtotal: _____

Discount: _____

Applies if sponsoring multiple events as detailed at the bottom of page 5.

Total: _____

Your Name: _____ Your Phone: _____

Your Title: _____ Your Email: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Additional Information/Comments: _____



ARE

EVENT PRODUCTIONS

