



Partnership & Sponsorship Opportunities

2019 Race Day: Saturday, April 13

Gulley Park | Fayetteville, Arkansas

www.cowpaddyrun.com

The Race

The Cow Paddy Run is comprised of a 5K and 1K Fun Run at Gulley Park every spring hosted by The Spark Foundation, a local 501(c)(3) non-profit with a mission to create a positive impact in our community by providing increased access to health and fitness opportunities and education. Proceeds support innovative educational projects in schools through direct giving including our annual school participation prize, our keystone endowment with the Fayetteville Public Education Foundation, and Spark's outreach programming and running clubs.

Benefits of Sponsorship

Your donation is tax-deductible. Furthermore, your business will be recognized in our announcements during race day commentary and known as an organization that gives back to the community. All levels of sponsorship include listing on race registration site and race week emails in addition to 20% off all race registrations in addition to the following perks by sponsorship level.

Sponsorship Levels

The Presenting Sponsor (EXCLUSIVE): \$3,000+

- Logo in *all* print, online, and in-person promotion as "Presenting Sponsor"
- Prime booth location at Start/Finish Line
- Ten (10) complimentary entries to the race

Bull: \$1,000-2,999

- Majority of print (including poster and race shirt) and electronic promotion
- Prominent booth at event
- Five (5) complimentary entries to the race

Steer: \$500-999

- Logo on poster and most electronic promotion including social media (w/ tags); logo on race shirt
- Optional booth at event
- Three (3) complimentary entries to the race

Cow: \$300-499

- Social media recognition (w/ tags); logo on race shirt
- Two (2) complimentary entries to the race

Calf: \$100-299

- Social media recognition (w/ tags)
- One (1) complimentary entry to the race

The Spark Foundation believes in creating community partnerships that extend beyond a single event. In addition to our traditional sponsorship levels, we work with many local businesses and individuals who offer products and services in-kind to support our programming. Reach out to us to learn more:



Melissa Caffrey | Executive Director

Email: director@mysparkfoundation.org | Phone: (479) 387-7116

**** Please notify us of your sponsorship commitment by March 15, 2019 to be included on the race t-shirt. Thank you. ****