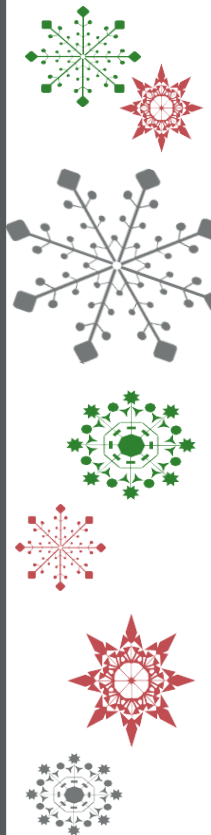


AUSTIN JINGLE BELL 5K

SUNDAY, DECEMBER 8, 2019



SPONSORSHIP PACKET

AUSTIN JINGLE BELL 5K – SPONSORSHIP PACKET



AUSTIN JINGLE BELL 5K

This year, kick off the season-to-be-jolly with the Jingle Bell 5k – Austin’s original festival race! Celebrating its 24th year, the Jingle Bell 5K is a unique, family-oriented run/walk that’s guaranteed to get you in the holiday spirit and to become a seasonal tradition for years to come.

Whether you’re running off the eggnog or training to keep up with Santa’s reindeer, this event will literally have you jingling all the way to the finish line. Each participant will have his or her own set of bells, which create the signature holiday cheer throughout the race course. This year, adults and kids alike will receive a newly designed event t-shirt and kids will receive finishers’ medals. For those gearing up to lead the pack like Rudolph, the top three finishers in each race category will receive place medals.

The excitement kicks off before the race begins, where the whole family can browse race vendor booths and mix-and-mingle to a jingling’ beat. Kids will also have the opportunity for a Santa sighting!

In addition to all the merry fun, Austin Jingle Bell 5k also benefits Mothers Against Drunk Driving, so start December off right by spreading joy and celebrating the season of giving.

Before you pull out all the stockings and deck the halls this year, register the whole family to make the Austin Jingle Bell 5k a part of your celebration!

Contact Us

Andrea.Anthony@madd.org | 402.209.6250
Jaime.Gutierrez@madd.org | 210.717.4010

AUSTIN JINGLE BELL 5K – SPONSORSHIP PACKET

As a sponsor of the Austin Jingle Bell 5K you will receive many benefits and great exposure pre-race, during, and post-race in the Austin community. Our event is scheduled to take place on December 8, 2019.

PRESENTING / SUPPORTING / COTRIBUTING / PACE SETTER / CORPORATE / VENDOR						
Company Visibility	10,000	7,500	5,000	2,500	1,000	500
Participation in opening activities , intros, and race start	X					
Company logo on event t-shirts (exclusive to t-shirt sponsors)	X	X				
Company logo on finishers' medals ribbon (exclusive to medal sponsor)		X				
Designated sponsorship opportunity (e.g. awards, finish line, etc.)	X	X	X			
Company logo on all event promotional signage	X	X	X			
Inclusion on "Thank You" email going out to everyone after registration	X	X	X	X		
Company banner on the "race results" page	X	X	X	X		
Inclusion in all pre and post event PR efforts	X	X	X	X		
Complimentary Race Entries	30	15	10	5	3	
Company name associated with all event marketing efforts	X	X	X	X	X	
Inclusion on website "Thank You" page participant will see after registration	X	X	X	X	X	
Company logo on event website	X	X	X	X	X	
Race Day Recognition	X	X	X	X	X	
Company banner displayed at event	X	X	X	X	X	
Finish Line Exposure	X	X	X	X	X	
10x10 booth space at event	3	2	1	1	1	1
Company logo on event posters , fliers, and entry forms	X	X	X	X	X	X
First rights of renewal for 2018 Race	X	X	X	X	X	X

Contact Us

Andrea.Anthony@madd.org | 402.209.6250
Jaime.Gutierrez@madd.org | 210.717.4010

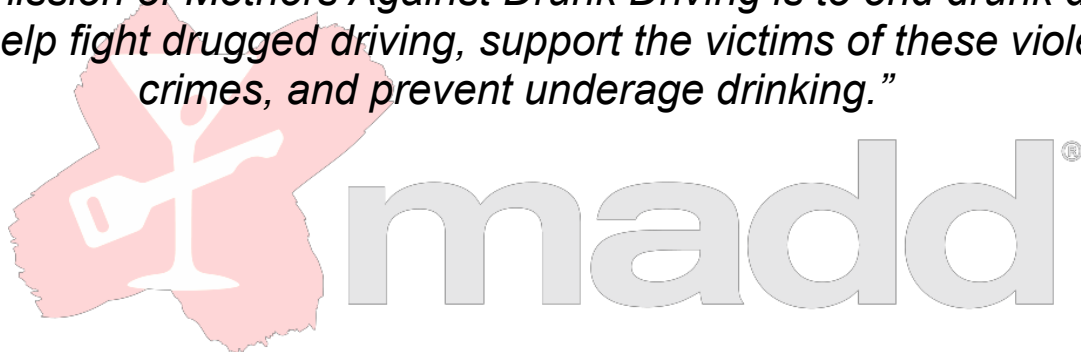
AUSTIN JINGLE BELL 5K – SPONSORSHIP PACKET



From its humble beginnings 39 years ago, MADD has evolved into one of the most widely supported and well-liked non-profit organizations in America. Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation's largest non-profit working to protect families from drunk driving, drugged driving, and underage drinking. MADD also supports drunk and drugged driving victims and survivors at no charge, serving one person every 3 minutes through local MADD victim advocates and at 877.MADD.HELP.

MISSION

"The mission of Mothers Against Drunk Driving is to end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking."



To date, MADD's work has saved 370,000 lives...and counting.

Contact Us

Andrea.Anthony@madd.org | 402.209.6250
Jaime.Gutierrez@madd.org | 210.717.4010