



JUNE 8, 2017

BENEFITING



Friends of the Katy Trail is the non-profit organization that manages the Katy Trail for the City of Dallas. The Katy Trail is 100% community-supported meaning Friends of the Katy Trail is responsible for funding everything you see along the Trail from lights and water, to organic landscaping, to security patrols by off-duty Dallas Police Officers. The Michelob Ultra Katy 5K is the organization's largest fundraising event helping to bring in close to a quarter of their annual budget of over \$900,000. To learn more about the event and Friends of the Katy Trail, please visit **Katy-TrailDallas.org**.

SPONSOR THE MICHELOB ULTRA KATY 5K

The Katy Trail needs your support!

TRAILBLAZER - \$10,000

Sponsor Recognition*

- Prominent logo placement on all Katy 5K materials including:
 - Banners along the Katy Trail
 - Participant t-shirts
 - Race Poster
 - Event Website
- Mention in social media channels (Facebook, Twitter, Instagram)
- Opportunity to include a marketing piece at packet pick-up

Race Day Opportunities*

- Banner placement at event post-race picnic/party
- Logo on VIP area banner wrap
- 10x10 booth for promotional materials or free product sampling
- 10 VIP race entries

TRAILKEEPER - \$5,000

Sponsor Recognition*

- Logo placement on all Katy 5K materials including:
 - Participant t-shirts
 - Race Poster
 - Event Website
- Mention in social media channels (Facebook, Twitter, Instagram)
- Opportunity to include a marketing piece at packet pick-up

Race Day Opportunities*

- Banner placement at event post-race picnic/party
- 10x10 booth for promotional materials or free product sampling
- 5 VIP race entries

PATRON - \$3,000

Sponsor Recognition*

- Logo placement on the following Katy 5K materials:
 - Race Poster
 - Event Website
- Opportunity to include a marketing piece at packet pick-up

Race Day Opportunities*

- 10x10 booth for promotional materials or free product sampling
- 2 VIP race entries

FRIEND - \$2,000

Sponsor Recognition*

- Sponsor name in text on the following Katy 5K materials:
 - Race Poster
 - Event Website
- Opportunity to include a marketing piece at packet pick-up

Race Day Opportunities*

- 10x10 booth for promotional materials or free product sampling



MICHELOB ULTRA KATY 5K

INTENT TO SPONSOR

RETURN BY FAX:

214-303-1181

RETURN BY EMAIL:

Lauren@KatyTrailDallas.org

OR RETURN BY MAIL:

Friends of the Katy Trail

Attn; Katy 5K

5207 McKinney Avenue, Suite 19A

Dallas, TX 75205

SPONSOR NAME TO APPEAR IN PRINT

SPONSOR ADDRESS

TELEPHONE

CONTACT NAME/TITLE

EMAIL

SPONSORSHIP DONATION (circle one):

Trailblazer—\$10,000

Trailkeeper—\$5,000

Patron—\$3,000

Friend—\$2,000

**** Please send your logo in eps by April 15, 2017 to Lauren Whitson at Lauren@KatyTrailDallas.org Re; Katy 5K ****

THANK YOU!

Friends of the Katy Trail, Inc. is a 501(c) (3) nonprofit, and your gift is tax deductible to the extent allowable by law.