



44th Annual Elizabeth River Run 10K Sunday, September 3, 2023

On Labor Day weekend, thousands of runners will begin from the starting line on the Old Dominion University campus, weave through tree-lined historic neighborhoods, take in sweeping views of the Elizabeth and Lafayette Rivers from the Hampton Boulevard Bridge, and cross the finish line in a beautiful private park located at the Port of Virginia. Held exclusively on the Elizabeth River Trail, this iconic race route highlights the best of Norfolk!

A 2023 RRCA Race:





FINISH

Hampton Blvd

START



Join the growing list of sponsors supporting the most anticipated race of the year!

Sponsorship levels include a host of recognition opportunities highlighting your company name or logo.

- 1,000+ registered runners coming from Virginia and beyond
- Race website with reach of 50,000
- 20,000 social media following and growing
- Race promotions across social media platforms with 50,000+ impressions
- Direct email campaigns with 2,500+ followers and growing
- Logos on race banners, yard signs, mile markers, t-shirts and more!

All race proceeds benefit beloved local nonprofits: Tidewater Striders Run Club and the Elizabeth River Trail Foundation.

Tidewater Striders has hosted the Elizabeth River Run annually since 1978. Formed in 1972, it is the largest running club in Virginia and one of the ten largest in the United States. It serves to promote fitness related activities such as running, walking and multi-sport events in our community.

The Elizabeth River Trail stretches 10.5 miles, connecting businesses, historic attractions and 28 neighborhoods within a five-minute walk. Through artful placemaking, dynamic amenities and a robust schedule of free, family-friendly events, the Elizabeth River Trail Foundation encourages healthy living while enhancing environmental awareness and neighborhood connectivity.

Presenting Sponsor: \$10,000

(Only one available)

Support a Hampton Roads legacy by becoming the Presenting Sponsor of the Elizabeth River Run!

As well as supporting a local tradition spanning 44 years, you are supporting two nonprofits. You are helping to continue an event that has positively impacted our community, region, and local history.



Company logo on:

- Race Registration Webpage
- Race Landing Webpage
- Direct Email Campaigns
- Packet Pick Up Banner/Award
- Race T-shirts
- Race Poster
- Printed Marketing Materials
- Event Banner at Finish Line

Company name with link/tag on:

- Facebook Event Page
- Social Media Captions

- Two Sponsor highlight posts on ERT's social media channels (Facebook, Instagram, Twitter & LinkedIn)
- Ten (10) complimentary race registrations
- Printed promotional materials in race packets (as provided)





Start + Finish Line Sponsor: \$5,000

(Only two available)

Company logo on:

- Start or Finish Line Banner
- Race Registration Webpage
- Race Landing Webpage
- Direct Email Campaigns
- Packet Pick Up Banner
- Award Ceremony Banner
- Race T-shirts
- Race Poster

Company name with link/tag on:

- Facebook Event Page
- Social Media Captions
- One Sponsor highlight post on ERT's social media channels (Facebook, Instagram & Twitter)
- Ten (10) complimentary race registrations
- Printed promotional materials in race packets (as provided)

After-Party Sponsor: \$3,000

(Only four available)

Company logo on:

- After-Party Banner
- Race Registration Webpage
- Race Landing Webpage
- Direct Email Campaigns
- Packet Pick Up Banner
- Award Ceremony Banner
- Race T-shirts
- Poster

Company name with link/tag in:

- Facebook Event Page
- Social Media Captions
- One Sponsor highlight post on ERT's social media channels (Facebook, Instagram & Twitter)
- Five (5) complimentary race registrations
- Printed promotional materials in race packets (as provided)





Mile Marker Sponsor: \$2,000

(Only six available)

Company Logo on:

- Branded Mile Marker
- Packet Pick Up Banner
- Award Ceremony Banner
- Race T-shirts

Company Name on:

- Race Poster
- Race Landing & Registration Webpages
- Facebook Event Page
- Direct Email Campaigns

Company name with link/tag in:

- One Sponsor highlight post on ERT's social media channels (Facebook, Instagram & Twitter)
 - Five (5) complimentary race registrations
- Printed promotional materials in race packets (as provided)

General Sponsor: \$1,000

(Unlimited available)

Company name on:

- Three branded 24" x 18" yard signs along race route
- Race Poster
- Race T-shirts
- Race Landing Webpage
- Race Registration Webpage
- Facebook Event Page
- Direct Email Campaigns

Company name with link/tag in:

- One Sponsor highlight post on ERT's social media channels (Facebook, Instagram & Twitter)
- Two (2) complimentary race registration (pending availability at time of pledge)





Kid's Mile Sponsor: \$1,000

(Only three available)

- One branded 24" x 18" yard sign on Kid's Mile Route
- Company logo and linked name in Kid's Mile Facebook event page

Company name on:

- Race Poster and T-shirt
- Social media post captions
- Facebook Event page
- Direct Email Campaigns

Two (2) complimentary Kid's Mile race registrations

Featured in one sponsor highlight post about Kid's Mile event on ERT's Twitter, Instagram & Facebook

Friend Sponsor: \$500

(Unlimited available)

One branded 24" x 18" yard sign along race route

Company name on:

- FB Event page
- Race Landing Page
- Direct Email Campaigns
- Social Media Post Captions

One (1) complimentary race registration (pending availability at time of pledge)



Elizabeth River Run 10K Sponsor Form 2023



Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Contribution Levels:

- \$10,000: Presenting Sponsor
- \$5,000: Start + Finish Line Sponsor (2 available)
- \$3,000: After-Party Sponsor (4 available)
- \$2,000: Mile Marker Sponsor (6 available)
- \$1,000: General Race Sponsor (unlimited) Kid's
- \$1,000: Mile Sponsor (3 available)
- \$500: Friend Sponsor (unlimited)
- Other: _____

Payment Method:

Check payable to: *The Elizabeth River Trail Foundation, PO Box 3042, Norfolk, VA 23514-3042*

Credit Card. Donate online at: <https://elizabethrivertrail.kindful.com/> select Campaign 2023 Elizabeth River Run

Other: _____

Recognition and Promotion:

Would you like to be recognized for your partnership? Yes No (Anonymous Please)

How would you like your recognition to be listed? _____

Do you grant the ERTF permission to promote you as a partner on social media and in printed materials?

Yes No

If yes, please provide the name of contact below where we can obtain a high-res, vector file of your logo.

Marketing contact: _____ Email: _____

Signature: _____ Date: ____/____/____

The Elizabeth River Run 10K will be on Sunday, September 3, 2023. We welcome tax-deductible donations of any amount and are grateful for your support.

Funds raised help drive the missions of the Elizabeth River Trail Foundation and Tidewater Striders Run Club to enhance our local communities.

For your logo to be guaranteed on promotional print materials, please contact us at:

hello@elizabethrivertrail.org

Thank you for your support!