



PCVRC SPONSORSHIP

The mission of our club is to encourage the sport of running as a fun and healthy activity for people of all ages and all backgrounds in the Delaware area. Funds (and goods/services) from sponsors help Pike Creek Valley Running Club fulfill this purpose. We seek to partner with local organizations willing to assist our club in return for recognition and the best possible value for their efforts. "Levels" of sponsorship help us ensure consistent and fair treatment to all. Besides member dues, the greatest source of club revenue is support of specific events (races) or general sponsorship of PCVRC. Visit www.PCVRC.com or contact any board member for details.

Platinum Level Sponsor (DDC presenting sponsor) \$1500/yr minimum

Platinum Level sponsorship is limited to one entity and demonstrates a partnership with our club:

- Largest size single color logo displayed on all DDC 15K race shirts for one year
- Logo w/link displayed at top of sponsor list on every page of the PCVRC web site
- Logo displayed on club banners and forms (online & hard copy) for one year
- Sponsor's name noted and announced as "Presenting Sponsor" at DDC 15K race
- Option to display sponsor banner and provide coupons and promotional material at DDC 15K
- Reserved spot on sponsor web page for brief statement and logo
- Ability to use sponsorship of club in marketing materials (partner with; affiliated with; etc)
- First right-of-refusal for continuing sponsorship the following year
- Non-compete rights with other potential sponsors
- Ability to post a discount offering to members on PCVRC member benefits web page
- One line ad in every club online bulletin (emailed to all members) for one year (approx 40-50)

Gold Level Sponsor \$1000/yr minimum

Gold Level sponsorship provides a limited number of companies the opportunity to closely align themselves with the club in exchange for premium benefits:

- 4"X2" (minimum) single color logo displayed on all DDC 15K race shirts for one year
- Logo w/link displayed prominently (above the fold) on every page of the PCVRC web site
- Logo displayed on club banners and forms (online & hard copy) for one year
- Sponsor's name mentioned at annual banquet & DDC 15K race during announcements
- Option to display sponsor banner and provide coupons and promotional material at DDC 15K
- Reserved spot on sponsor web page for brief statement and logo
- Ability to use sponsorship of club in marketing materials (partner with; affiliated with; etc)
- First right-of-refusal for continuing sponsorship the following year
- Non-compete rights with other potential sponsors
- Ability to post a discount offering to members on PCVRC member benefits web page
- One line ad in every club online bulletin (emailed to all members) for one year (approx 40-50)

Silver Level Sponsor \$500/yr minimum

Silver Level sponsorship provides a limited number of companies the opportunity to closely align themselves with the club in exchange for premium benefits:

- 2"X2" (minimum) single color logo displayed on all DDC 15K race shirts for one year
- Logo w/link displayed prominently on every page of the PCVRC web site
- Logo displayed on club banners and forms (online & hard copy) for one year
- Sponsor's name mentioned at annual banquet & DDC 15K race during announcements
- Option to display sponsor banner and provide coupons and promotional material at DDC 15K
- Reserved spot on sponsor web page for brief statement and logo
- Ability to use sponsorship of club in marketing materials (partner with; affiliated with; etc)
- First right-of-refusal for continuing sponsorship the following year
- Non-compete rights with other potential sponsors
- Ability to post a discount offering to members on PCVRC member benefits web page
- One line ad in every club online bulletin (emailed to all members) for one year (approx 40-50)

Bronze Level Sponsor \$250/yr minimum

Partner with the club in return for sponsorship benefits:

- Single color logo displayed on all DDC 15K race shirts for one year
- Logo w/link displayed on every page of the PCVRC web site
- Sponsor's name mentioned at annual club banquet during announcements
- Option to display sponsor banner and provide coupons and promotional material at DDC 15K.
- Reserved spot on sponsor web page for brief statement and logo
- Ability to use sponsorship of club in marketing materials
- Ability to post a discount offering to members on PCVRC member benefits web page

Friends of PCVRC \$100/yr minimum

The opportunity for organizations and individuals to support the club through a donation of cash or goods and services in exchange for recognition:

- Small logo w/link displayed in the footer of every page on the PCVRC web site
- Option to provide coupons and promotional material at club events
- Ability to use sponsorship of club in marketing materials
- Ability to post a discount offering to members on PCVRC member benefits web page
- Company name w/link on sponsor web page

Pike Creek Valley Running Club is a 501(c)(3) non-profit organization through our affiliation with Road Runners Club of America (RRCA). Donations are tax-deductible.

PCVRC was founded in 1982 by runners who resided in the Pike Creek area of New Castle County, Delaware. We are dedicated to promoting physical fitness through running. Although comprised primarily of Delaware runners from the Newark and Wilmington areas, we have members from other parts of Delaware and surrounding areas of Maryland, Pennsylvania and New Jersey.

We welcome runners of all levels of ability from beginning joggers to highly competitive road racer to marathoners. PCVRC currently has over 130 families and individual members. We are a social club and very supportive of all our member's running goals. Most importantly, we have a great time running.

Website: www.PCVRC.com

Email: run@pcvrc.com

Phone: 302-633-1482 (Ray Christensen, President)