



Saturday, June 1, 2024
Village Green
Downtown Oconomowoc



2024 Sponsorship Marketing Opportunities

The Yellow Brick Road 5k Run/Walk & Kids Fun Run has grown to be one of the most popular events of its kind in the Lake Country area attracting hundreds of participants each year! Sponsoring the Yellow Brick Run is a great way to promote your business and demonstrate your commitment to the Oconomowoc and Lake Country community.

Presenting Sponsor – \$1,500 (Sold)

- Logo recognition as Presenting Sponsor in pre-event materials
- Invitation as Co-host on race Facebook event
- Named/tagged on at least two social media posts on the race Facebook page
- Logo recognition as Presenting Sponsor on race shirt
- Logo recognition as Presenting Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Logo recognition as Presenting Sponsor in e-Blasts
- Space at the event for sponsor-staffed information table and/or banners
- Recognition throughout the event in announcements
- Two (2) complimentary race participants
- Opportunity to assist with handing out finisher and award medals to 5K race participants

Kids Fun Run Sponsor – \$750 (Sold)

- Logo recognition as Kids Fun Run Sponsor in pre-event materials
- Invitation as Co-host on race Facebook event
- Named/tagged on at least two social media posts on the race Facebook page
- Logo recognition as Kids Fun Run Sponsor on flyer distributed to lake country area schools & preschools
- Logo recognition as Kids Fun Run Sponsor on race shirt
- Logo recognition as Kids Fun Run Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Logo recognition as Kids Fun Run Sponsor in e-Blasts
- Space at the event for sponsor-staffed information table and/or banners
- Recognition during Kids Fun Run race in announcements
- One (1) complimentary race participant
- Opportunity to assist with handing out finisher medals to Kids Fun Run participants

Awards Sponsor – \$400 (Sold)

- Logo recognition as Awards Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on race shirt
- Complimentary space at event for sponsor-staffed information booth and/or banner
- One (1) complimentary race participant
- Opportunity to assist with handing out finisher and award medals to 5K race participants



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H₂O & Refreshment Sponsor – \$350 (Sold Out)

- Logo recognition as H₂O & Refreshment Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on race shirt
- Opportunity to liven up the refreshment station(s) with your company banner, volunteers, signage, or mascot
- One (1) complimentary race participant

Mile Marker Sponsor – \$250

- Logo recognition as Mile Marker Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on (3) mile marker signs (signs measures approximately 16” x 26”)

Free promotion – “Show Your Bib Deals”

- Promote your business to runners and the family/friends who accompany them by offering a discount or deal to those who show their Yellow Brick Road 5K race bibs when visiting your business. Digital flyers will be posted on the Chamber’s Yellow Brick Road race page and printed flyers will be available at Village Green on race day. Offer/discount must be valid for 10 days from June 1 through June 10. To participate, simply note your offer below. *

Yellow Brick Road 5K Run/Walk Business Spotlight – \$25

- Use your single booth to showcase your business to participants and position your brand as a supporter of a community event. A Business Spotlight space gives your business or organization the opportunity to distribute information, offer samples, and engage with the racers and spectators. Sponsor supplies their own promotional materials, table, and chair etc. No selling is allowed.

PLEASE RETURN TO: 175 E. Wisconsin Ave | Email: chamber@oconomowoc.org

Company: _____

Contact Name: _____

Email: _____ Phone: _____

Include me on the Bib Discounts & Deals promotion. My offer is (maximum 100 characters including spaces):

Payment Enclosed

Invoice

Will Call with Credit Card Information