



Saturday, June 7, 2025
Oz Plaza
Wisconsin Ave



2025 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 - \$2500 **SOLD OUT**

- 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 - \$800 **SOLD OUT**

- 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



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Awards Sponsor - \$400 SOLD OUT

- 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

□ Character Flag Sponsor- \$500

- 16 feet tall Feather Flags with the Wizard of Oz Characters and your business logo. (Max. of 20 flags)
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on race shirt
- Logo recognition on Chamber Event Page

□ Mile Marker Sponsor - \$250 SOLD OUT

- 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 measure approximately 16" x 26")

□ T-Shirt Sponsor - \$250

- Logo recognition on race shirt

□ Yellow Brick Road 5K Run/Walk Business Spotlight - \$30

- 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.**

If you are interested in one of the sponsorships, please contact Sara Ninmann, Director of Community Events.

Email: events@oconomowoc.org

Phone: 262.490.6346