

# SPONSORSHIP OPPORTUNITIES

for Hoboken's Premier 5K Race



The Hoboken Homeless Shelter's  
**HOBOKEN 5K**  
Halloween Run

and  
**Scary Scurry** Kids' Run



## ABOUT THE RACE

The **HoBOOken5K** race is an annual charity event directly benefiting the Hoboken Homeless Shelter. Our goal is to end homelessness by moving people from the streets, to our Shelter, to a home of their own. We also provide meals for the hungry, shelter for the homeless, and services to support people to become housed.

# 107

The amount of guests the Shelter permanently housed in 2017.  
**We're ending homelessness in Hoboken at a rate of 2 people a week!**

# \$65,000

The amount we raised with last year's race! We had **nearly 2,000 runners** dashing through the streets of Hoboken with hundreds of spectators in attendance.

# 100%

The HoBOOken5K race staff are ALL volunteers—and we are grateful to have the support of local businesses, **allowing us to pass nearly every dollar back to the Shelter!**

This year, we are asking for the support of businesses like yours to help us **surpass our goal of \$70,000** and impact the quality of life for all of our guests!

# PREMIER SPONSORSHIP

# OPPORTUNITY

## \$15,000 – The Wickedest Witch

With this sponsorship your business will be the exclusive presenting sponsor of the race! Limited to one sponsor; provides a unique experience for your company at the race.

### RACE NAMING

Named as **exclusive 5k race sponsor**, with company designated as presenting sponsor in official materials.

### EXCLUSIVE COMPANY LOGO PLACEMENTS

- Race bibs for all runners
- Front of official race t-shirt
- Finish Line banner
- Starting Line Tape
- Website home page
- Thank You email confirmation for registered runners

### PREMIER COMPANY LOGO PLACEMENTS

- List of sponsors web page
- Step-and-Repeat Backdrop
- All email blasts to runners

### ADDITIONAL OPPORTUNITIES

- Receive category exclusivity
- Featured meet-and-greet promotional table in Race Village
- Dedicated email sent to the Ho-BOOken's email list (3K+ people) and the Shelter's email list (8K+ people)
- 25 race registrations with t-shirts
- Premier mention in press and social media
- Opportunity to distribute promotional materials in racer goody bags
- Opportunity to speak on race day
- Opportunity for to be a celebrity judge for the Costume Contest

**How far will your \$15,000 go?** This provides heat and snow provisions for ALL of our guests during the Winter months, allowing to be a warming center for the homeless.

# MORE SPONSORSHIP

# OPPORTUNITIES

## \$5,000

### Great Pumpkin Sponsor

- Company logo placed in prime location on:
  - › back of racer t-shirt
  - › entry banner at Race Village
  - › racer registration confirmation email
  - › all promotional email blasts
  - › website
  - › step-and-repeat photo backdrop
- 1 celebrity judge for Costume Contest
- Inclusion in press and social media
- Promotional table in Race Village
- Opportunity to distribute promotional materials
- Company receives special recognition on race day
- 10 race registrations (with t-shirts)
- Media kit

**How far will your \$5,000 go?** Helps provide a cooling center for the homeless during the Summer months.

## \$2,500

### Monster Mile Markers Sponsor

- Company logo placed on:
  - › back of racer t-shirt
  - › mile markers
  - › all promotional email blasts
  - › website
  - › step-and-repeat photo backdrop
- Inclusion in press and social media
- Promotional table in Race Village
- Opportunity to distribute promotional materials
- Company recognized on race day
- 6 race registrations (with t-shirts)
- Media kit

**How far will your \$2,500 go?** This shelters 50 guests for one night.

## \$1,000

### Dashing Demons Sponsor

- Company logo placed on:
  - › back of racer t-shirt
  - › website
  - › step-and-repeat photo backdrop
- Inclusion in social media
- Promotional table in Race Village
- Opportunity to distribute promotional materials
- Company recognized on race day
- 4 race registrations (with t-shirts)
- Media kit

**How far will your \$1,000 go?** This helps us move 1 person into a home of their own.

## \$500

### Graveyard Ghouls Sponsor

- Company logo placed on:
  - › back of racer t-shirt
  - › website
  - › step-and-repeat photo backdrop
- Inclusion in social media
- Opportunity to distribute promotional materials
- Company recognized on race day
- 1 race registration (with t-shirt)
- Media kit

**How far will your \$500 go?** This sponsors 28 skill-building workshops.

# KIDS RACE SPONSORSHIP

## OPPORTUNITIES



Halloween isn't just for adults—the kids can join too! The littlest goblins have their own race after the 5K main event. These two sponsorship opportunities are a wonderful way for businesses to connect with the families of Hoboken!

**\$1,500**

**Official Scary Scurry Kids' Race Sponsor**

- (Limited to 1)
- 4 kids' race registrations (with t-shirts)
  - Company logo will appear prominently on kids' race banner
  - Company logo in prime location on back of kids' race t-shirts
  - Company logo on race materials and website
  - Promotional table at event
  - Opportunity to distribute promotional materials

### **How far will your \$1,500 go?**

This provides ONE YEAR of Case Management for 6 formerly homeless Veterans living in our Apartment Program.

**\$250**

**Little Devils Sponsor**

- 1 kids' race registration (with t-shirt)
- Company name included on Kid's race t-shirts
- Name on website
- Promotional table & opportunity to distribute promotional materials

### **How far will your \$250 go?**

Sponsors transportation for guests to go on 156 job interviews.



# ALL SPONSORSHIPS

## AT A GLANCE

| Sponsor Levels                 | Adult 5K Race Sponsorships             |                        |              |         |       | Kids' Race Sponsorships          |       |
|--------------------------------|--|------------------------|--------------|---------|-------|----------------------------------|-------|
|                                | \$15,000                               | \$5,000                | \$2,500      | \$1,000 | \$500 | \$1,500                          | \$250 |
| Race Registrations             | 25                                     | 10                     | 6            | 4       | 1     | 4                                | 1     |
| Category Exclusivity           | ✓                                      |                        |              |         |       |                                  |       |
| Official Race Name Sponsor     | ✓                                      |                        |              |         |       |                                  |       |
| Logo on Race Bib               | ✓                                      |                        |              |         |       |                                  |       |
| Logo on T-Shirt                | Premier Placement on Front             | Prime Location on Back | ✓            | ✓       | ✓     | Prime Location on Back           | ✓     |
| Race Day Signage               | Starting Line Tape, Finish Line Banner | Race Village Banner    | Mile Markers |         |       | Kids' Race Start & Finish Banner |       |
| Dedicated Email                | ✓                                      |                        |              |         |       |                                  |       |
| Logo on Registration Email     | Banner Ad (728x90)                     | ✓                      |              |         |       |                                  |       |
| Logo on all Email Blasts       | ✓                                      | ✓                      | ✓            |         |       |                                  |       |
| Mentions in Press              | ✓                                      | ✓                      | ✓            | ✓       |       |                                  |       |
| Table in Race Village          | Featured Table                         | ✓                      | ✓            | ✓       |       | ✓                                | ✓     |
| Social Media Promotions        | ✓                                      | ✓                      | ✓            | ✓       | ✓     | ✓                                | ✓     |
| Logo on Website                | ✓                                      | ✓                      | ✓            | ✓       | ✓     | ✓                                | ✓     |
| Logo on Step & Repeat Backdrop | Prime Placement                        | Prominent Placement    | ✓            | ✓       | ✓     | ✓                                | ✓     |
| Goody Bag Inclusion            | ✓                                      | ✓                      | ✓            | ✓       | ✓     | ✓                                | ✓     |
| Race Day Recognition           | Opportunity to Speak                   | Special Recognition    | ✓            | ✓       | ✓     | ✓                                | ✓     |
| Media Kit                      | ✓                                      | ✓                      | ✓            | ✓       | ✓     | ✓                                | ✓     |

# SET UP A FUNDRAISING TEAM

Create a fundraising page for your employees/gym/group, so runners and non-runners alike in your organization can raise money for the Hoboken Homeless Shelter as well. We'll give you promo codes for \$20 race registrations—no matter when you create your team.

# JOIN RACE VILLAGE

Race Village is open from 9am to 12pm on the day of the race. With over 2,000 runners and hundreds of spectators in attendance, the real fun starts after the race! Purchase a table to distribute your product, promote your business or upcoming event, or giveaway food or drinks to runners.

Race Village features:

- Costume Contest
- Photo Backdrop Area
- Trunk-or-Treat (for the kids)
- DJ Booth
- Vendor Tables with goodies, giveaways, and promotions

Sponsors with tables will have the opportunity to meet with attendees. Many of the sponsorship levels include a table in Race Village; or you can purchase one for \$150\* (please note this does not include a name or logo on the t-shirt or any sponsorship features).

If you have questions about Race Village on how your business can get involved, or to discuss the goods you'd like to distribute, please contact [sponsorship@hoboken5k.com](mailto:sponsorship@hoboken5k.com).



# GOODY BAG DONATION AND GIVEAWAYS

Each runner receives a goody bag with promotional items from our sponsors. This is a great way to connect with the runners!

Every sponsorship level has the opportunity to participate—we ask that you supply a quantity of 2,000 of any item.

Ideas include:

- Physical items with your company logo
- Discount flyers / cards for your business
- Items for runners, such as granola bars, fruit bars, lip balms
- Discounts to your business services

Items donated as giveaways which will be recognized at a Sponsorship level based on mutually agreed upon valuation with the Race Director.

## QUESTIONS

Please contact [sponsorship@hoboken5k.com](mailto:sponsorship@hoboken5k.com) and we'll respond as quickly as possible. You can also visit our website at [hoboken5k.com](http://hoboken5k.com) and check the FAQs page. We're pleased to present this event for the local community and look forward to working with you.

THANKS FOR SUPPORTING THE HOBOKEN SHELTER!







# 5K Sponsorship Opportunities

For more information about sponsorship information, please contact:

Karin Romans  
HoBOOken5K@gmail.com

Yes! I want to support the Hoboken Shelter with a \_\_\_\_\_ Sponsorship in the amount of \$ \_\_\_\_\_.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Apt/Ste: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please make checks payable to: Hoboken Shelter**

Mail to: Hoboken Shelter, Attn: HoBOOken 5K, 300 Bloomfield Street, Hoboken, NJ 07030

Please charge my: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Amex in the amount of \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ CVC: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

*\*Please keep a copy of this form for your records.*

To be included on the t-shirt and print materials,  
your reply is due by September 15, 2018.

**Promotional materials are due by October 23<sup>rd</sup>.**

