

Monster Mash Dash 5K & 1 mile Fun Run

October 29, 2017 - 8:00am

Franklin Sherman Elementary

6633 Brawner Street McLean, VA



- What:** The Monster Mash Dash 5K & Fun Run is relatively new to the VA suburban road-racing scene with this being only its fourth year. The 5k course runs throughout downtown McLean. The flat, fast course will begin and end at Franklin Sherman Elementary School.
- A pre-Halloween Sunday morning event, the race will also feature a post-race party/festival with music, food and fun. Participants are encouraged to wear creative, but safe Halloween running attire. There will be awards for Overall and Master's Winners as well as winners in Age-Group categories and prizes for best costumes.
- Who:** Race proceeds will benefit Franklin Sherman Elementary School and help the PTA fund many important educational needs. This year we expect to draw over 1,000 runners. In addition, every runner also brings associated volunteers and spectators, making the total attendance much greater!
- When:** The event will be held October 29th, the Sunday before Halloween. The 5K will begin at 8:00 AM with the 1-Mile Fun Run/Walk following at 8:50 AM. A post-race festival including music, food, and the awards ceremony with random door prizes will be held immediately following the race.
- Where:** Franklin Sherman Elementary School, 6630 Brawner Street, McLean, VA 22101
- Race Cost:** \$30 Early Bird through October 2nd
\$35 October 3rd through October 28th
\$40 On-Site Race Day Registration on October 29th
1-Mile Fun Run: \$20 with shirt
- Sponsorship:** Platinum, Gold, Silver and Bronze sponsorship opportunities are available. Prize Donations and In-Kind Contributions are also welcome.
- Contact:** Please contact Kristie Helfrich, FSES PTA contact at kristiehelfrich@mac.com or 703-582-1679 with any questions.

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Sponsorship Opportunities

Platinum Level Sponsor: \$3,000

- Company name listed as Platinum Sponsor on race materials, including an email blast to 50,000
- Company logo positioned *prominently* on the back of 1,000 or more t-shirts distributed to runners
- 6' foot display table on race day/at post-race festival for company exhibit, product sampling or give-aways
- Recognition as Platinum Sponsor and link to company website from the Monster's Mash Dash 5k website
- Opportunity to provide Race volunteers (in company t-shirts) at mile markers and other strategic locations
- Company name included in all press releases and public service announcements
- Recognition as Platinum Sponsor on race day from podium and throughout pre-/post-race announcements
- Opportunity to present awards to master's race winners
- 6 complimentary race registrations

Gold Level Sponsor: \$2,000

- Company name listed as Gold Sponsor on race materials, including an email blast to 50,000
- Company logo positioned on the back of 1000 or more t-shirts distributed to runners
- 6' foot display table on race day/at post-race festival for company exhibit, product sampling or give-aways
- Recognition as Gold Sponsor and link to company website from the Monster's Mash Dash 5k website
- Opportunity to provide Race volunteers (in company t-shirts) at mile markers and other strategic locations
- Company name included in all press releases and public service announcements
- Recognition as Gold Sponsor on race day from podium and throughout pre-/post-race announcements
- Opportunity to present up to 5 random awards from the podium
- 4 complimentary race registrations

Silver Level Sponsor: \$1,000

- Company name placed on the back of 1,000 or more t-shirts distributed to runners
- 6' foot display table on race day/at post-race festival for company exhibit, product sampling or give-aways
- Recognition as Silver Level Sponsor and link to company website from the Monster Mash Dash 5k website
- Recognition as Silver Sponsor on race day from podium and throughout pre-/post-race announcements
- 2 complimentary race registrations

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Bronze Level Sponsor: \$500

- Company name on large race day banners/posters
- Recognition as Bronze Level Sponsor and link to company website from the Monster Mash Dash 5k website
- Recognition from podium as Bronze Sponsor on race day

Other Sponsorship Opportunities: TBD

Race management is open to additional suggestions/ideas for sponsorship opportunities. An organization could sponsor/present the Post-Race Festival, for instance. If your organization has would like to sponsor the race in a way not described herein, please contact us to discuss the idea.

Prize Donors and In-Kind Donors:

We are actively seeking **Prize Donors** to provide prizes to be awarded to Overall Winners, Age Group Winners, and to be offered as Random Prizes. Events like this one are excellent opportunities to expose prize winners (and all the others at the Awards Ceremony) to a product or service, or an organization more generally to gain brand awareness and customers! Even if unable to support the event with a financial contribution, we hope companies offering or having access to attractive products and services (everything from restaurant meals, personal services such as spa treatments, tickets to events, hotel or B&B stays, travel vouchers, and gym/spa memberships, to list a few, to gift certificates of all kinds) will consider donating a prize.

Organizations providing Prizes or In-Kind Donations receive:

- 6'-8' foot Table for distribution of item if appropriate (e.g., food items w/specific distribution requirements such as ice cream)
- Recognition from podium as Prize Donor
- Prize description, donor name listed on race website and other relevant promotional materials

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Sponsorship Agreement Form

The Monster Mash Dash 5k is scheduled for Sunday, October 29 at 8:00 AM rain or shine. Your commitment to sponsorship is final. No refunds or credits will be issued. Please sign the Sponsorship Agreement Form as confirmation of your sponsorship.

- Platinum Sponsor: \$3,000
- Gold Sponsor: \$2,000
- Silver Sponsor: \$1,000
- Bronze Sponsor: \$500
- Other Amount: \$ _____
- Prize Donor / In-Kind Donation

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature: _____

Method of Payment: _____ check enclosed _____ send invoice

Prize/In Kind-Donation (if relevant): _____

Please scan & email this agreement to kristiehelfrich@mac.com

Mail the original along with a check made payable to **FSES PTA** to:

FSES PTA

ATTN: Kristie Helfrich

6633 Brawner Street McLean, VA 22101