



39TH ANNUAL
WHISKEY ROW MARATHON
2017 Sponsor Packet

James Family Prescott YMCA
750 Whipple Street
Prescott, Arizona 86301
928-445-7221
prescottymca.org
whiskeyrowmarathon.com
wrm@prescottymca.org





About the Race...

On May 6, 2017 the James Family Prescott YMCA will be hosting the 39th Annual Whiskey Row Marathon. This marathon is the oldest continuous running marathon in Arizona.

The marathon attracts more than 2,000 conditioned athletes, runners and walkers as well as 5,000 spectators from Arizona and around the country. A few years ago, Runner's World named it one of the most difficult marathons in the United States. Additional running and walking events are provided for the whole family, including a Half Marathon, 10K, and 2 Mile race.

The race is hosted by the James Family Prescott YMCA, in collaboration with Yavapai County, City of Prescott and Prescott National Forest. Extensive support by local businesses and more than 150 volunteers make this a successful community event.



About the YMCA...

As a membership organization, the YMCA is **open to everyone regardless of their ability to pay**. An extensive scholarship program ensures access to kids and families who could not otherwise afford the benefits of the YMCA.

Each year, this YMCA has invested more than \$200,000 in the community in the form of scholarships for kids and families who could not otherwise afford the benefits of the YMCA including:

- **1,092 Kids** to participate in swim lessons
- **1,167 Boys and Girls** to participate in Itty Bitty Sports, Swim Team, Gymnastics, Sports Camps and Dance at the Y.
- **457 Children** to receive after school reading, math, fitness and nutrition education and to enjoy a fun and safe summer day camp experience.
- **844 Boys and Girls** to participate in Youth Basketball, Youth Volleyball and Youth Flag Football leagues.
- **95 Preschoolers** to learn to read, write, learn colors and swim in the pool in our state licensed Preschool.

Why Sponsor?

The James Family Prescott YMCA is a non-profit, charitable association. While membership and limited program fees cover the cost of ordinary day-to-day operations, the extraordinary services provided to the community by this YMCA are what sets the YMCA apart from other organizations.

Your donation will support the YMCA Whiskey Row Marathon and fund these scholarship efforts.

As a marathon sponsor, it would be beneficial to you to have your name out in front of 10,000 YMCA Members and 7,000 Whiskey Row Marathon participants and spectators sponsoring Prescott's "Home Town Race".

The James Family Prescott YMCA hopes you will consider being a sponsor for the 2017 race. There are several great reasons for you to sponsor this event:

- Receive maximum exposure for your company at minimal cost
- Gain a winning image as a supporter of health, fitness and wellness
- Help to ensure kids and families can be in a safe and healthy environment
- Build a community sense of togetherness along with other local organizations
- Participate in the continued growth of a nationally known running event
- Create pride in your organization by being known as a race sponsor
- Raise awareness as a Prescott area sponsor

Our Mission...

The YMCA is dedicated to putting Christian principles into practice through programs that build healthy spirit, mind and body for all. At the Y we're for Youth Development, Healthy Living and Social Responsibility.



SPONSORSHIP PACKAGES



COMMUNITY SPONSOR

\$5,000 Cash Donation

- Corporate sponsor name/logo & web site link placed on race website www.whiskeyrowmarathon.com
- Prominent logo display on more than 2,500 participant and volunteer shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by April 10, 2017)
- Free booth opportunity at Packet Pick-Up/Expo
- Free booth opportunity at Finish Line Celebration
- Opportunity to man one of eight water stations and display your company banner
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in YMCA Gymnasium during 2017
- Company name on Sponsor Banner displayed on the corner of Ruth and Whipple Streets during May 2017
- 8 complimentary participant race entries

FAMILY SPONSOR

**\$2,500 Cash Donation
or \$5,000 In-kind Race Supplies**

- Company name/logo & web site link placed on race website www.whiskeyrowmarathon.com
- Logo display on more than 2,500 participant and volunteer shirts
- Logo recognition on marathon marketing material (print)
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by April 10, 2017)
- Free booth opportunity at Finish Line Celebration
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in YMCA Gymnasium during 2017
- Company name on Sponsor Banner displayed on corner of Ruth and Whipple Streets during May 2017
- 6 complimentary participant race entries

YOUTH SPONSOR

**\$1,250 Cash Donation
or \$2,500 In-kind Race Supplies**

- Company name & web site link placed on race website www.whiskeyrowmarathon.com
- Name on back of more than 2,500 participant and volunteer shirts
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by April 10, 2017)
- Company sponsorship acknowledgement throughout race day
- Free booth opportunity at Finish Line Celebration
- Name listed on participant handout
- Banner with company name/logo displayed in YMCA Gymnasium during 2017
- Company name on Sponsor Banner displayed on corner of Ruth and Whipple Streets during May 2017
- 4 complimentary participant race entries

HERO SPONSOR

**\$650 Cash Donation
or \$1,300 In-kind Race Supplies**

- Name on back of over 2000 race shirts
- Name on the race website www.whiskeyrowmarathon.com
- Opportunity to distribute company materials and products in 2,250 runner race packets (Items need to be received by April 10, 2017)
- Name listed on participant handouts
- Company sponsorship acknowledgement throughout race day
- Company name on Sponsor Banner displayed on corner of Ruth and Whipple Streets during May 2017
- 2 complimentary participant race entries

FRIEND SPONSOR

**\$100+ Cash Donation
or \$200+ In-kind Race Supplies**

- Name listed on participant handouts
- Company sponsorship acknowledgement throughout race day



SPONSORSHIP COMPARISON



SPONSORSHIP LEVEL	Signature	Community	Family	Youth	Hero	Friend
AMOUNT	\$10,000 cash	\$5,000 cash	\$2,500 cash or \$5,000 in-kind	\$1250 cash or \$2500 in-kind	\$650 cash or \$1300 in-kind	\$100+ cash or \$200+ in-kind
SPONSOR BENEFITS						
Logo on Shirt Front	x					
Logo on Shirt Back	x	x	x			
Name on Shirt Back				x	x	
Logo on Race Numbers	x					
Logo on Website	x	x	x			
Link on Website	x	x	x	x		
Name on Website	x	x	x	x	x	
Logo on Registration Materials	x					
Names Listed in Emails	x	x	x	x	x	
Banner at Packet Pick-up/Expo	x					
Booth at Packet Pick-up/Expo	x	x				
Banner at Finish Line/Expo	x					
Booth at Finish Line/Expo	x	x	x	x		
Banner in Gymnasium for 1 Year	x	x	x	x		
Name on Sponsor Banner	x	x	x	x	x	
Banner at Water Station	x	x				
Man Water Station	x	x				
Materials in Race Bag	x	x	x	x	x	
Complimentary Race Entries	12	8	6	4	2	
Name on Participant Handout	x	x	x	x	x	x
Name Mentioned by Race Announcer	x	x	x	x	x	x

Questions? Contact Laura Winniford-Hodgins at 928-445-7221, wrm@prescottymca.org

Thanks for supporting your YMCA!



Sponsor Registration



YES, I would like to become a Whiskey Row Marathon sponsor!

- COMMUNITY** (\$5,000)
- FAMILY** (\$2,500 or \$5,000 in-kind* race supplies)
- YOUTH** (\$1,250 or \$2,500 in-kind* race supplies)
- HERO** (\$650 or \$1,300 in-kind* race supplies)
- FRIEND** (\$100+ or \$200+ in-kind* race supplies)

* Any in-kind donation must have pre-approval from WRM Committee.

2017

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Telephone Numbers _____

Email Address _____

Company Website _____

*Merchandise / Services Contributed: _____

_____ Estimated Value \$ _____

Prescott YMCA Tax ID# 86-0119151

Please make checks payable to: **James Family Prescott YMCA**

_____ Please invoice me for my sponsorship

Return completed form and payment to:

James Family Prescott YMCA
Attn: Laura Winniford-Hodgins
750 Whipple Street
Prescott, AZ 86301

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Questions? Contact Laura Winniford-Hodgins at 928-445-7221, wrm@prescottymca.org

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