



FLAT-OUT! EVENTS

**2024 SPONSORSHIP
OPPORTUNITIES**



INTRODUCTION

Since our first race in 2009, Flat-Out Events has produced athletic events to influence people in Hampton Roads to live healthier lifestyles. Through our long-distance runs, marathons, 5Ks, and more, we embrace and activate positive peer pressure to influence each other and those we meet. We are a culture of people that treats everyone with respect and significance, from the first finisher to the last.

We have assembled a fantastic array of races in 2024 to embody this mission of inclusion. From Chills in the Mill in January to our family-favorite Christmas Town Dash 8K and Fun Run in December, runners new and old from across our region can find a race that meets their skill. We are excited about these opportunities for runners to have fun and celebrate healthier lifestyles for all.

We invite you to join us as a sponsor in 2024. Sponsorships ensure that Flat-Out Events can continue providing our athletic events to the community and make a lasting impact on the health of Hampton Roads at large.

Additionally, your sponsorship creates a strong brand with the running community and aligns your corporate identity with physical fitness and overall wellness.

This packet provides an overview of the benefits sponsors receive, overall and series sponsorship opportunities, and sponsorship participation options. Please take a few moments to read through and consider what works for your business and brand. We are happy to work with you on a sponsorship that meets your needs.

We flat-out know the impact of sponsors and hope you will join us in 2024!

Sincerely,



Kevin Harrison, Partner
kevin.harrison@flatoutevents.com
(757) 880-8843



SPONSORSHIP BENEFITS

Elevate your Brand in 2024!



ENGAGING OPPORTUNITIES LIKE

Event Co-Branding
(Logo and Official Race Name)

Emails about Your Products/Services
to Race Participants

Promotional Emails to our 30-40K+ Email List

Product Activation Opportunities to Bring Your
Products Straight to our Runners

...AND MANY MORE!

**Event-Day
Benefits**

**Complimentary
Race Entries**

**Bib Number
Branding**

**Your
Logo or Name
on Event T-Shirts**

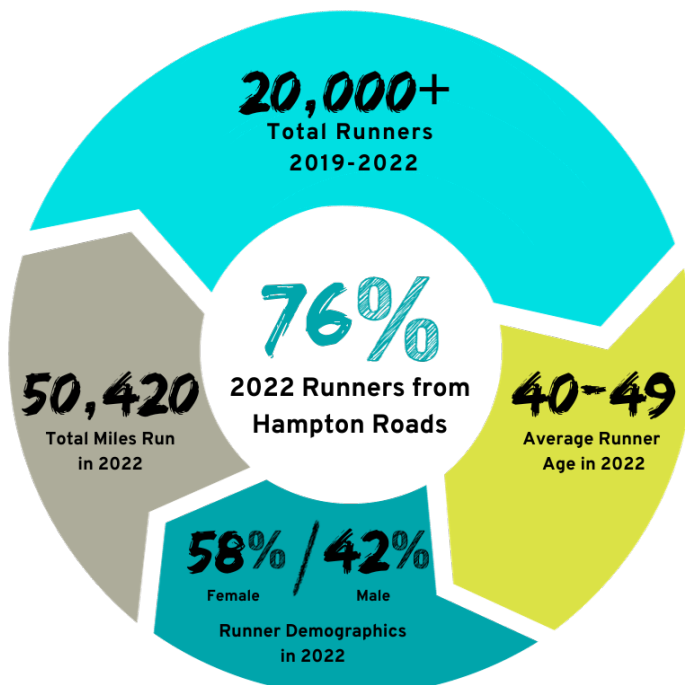
**Start/Finish Line
Recognition**

Hampton Roads by the Numbers

Runners by City



Runner Stats



FLAT-OUT EVENTS CALENDAR 2024

FLAT-OUT
• EVENTS

Live Life. Flat-Out.



January 13, 2024

Chills in the Mill
Harwoods Half Marathon and 5K



March 1 - 3, 2024

One City Marathon Weekend
Marathon, Half Marathon,
5K & Nautical Mile



May 25, 2024

17th Annual Chick-fil-A 10K/5K
Featuring the
Running of the Cows Fun Run



November 2024

The Noland Trail 50K and Relay
Mariners' Museum & Park



November 2024

Glowing Gobbler 5K
Newport News Park at
Deer Run



December 2024

Christmas Town Dash 8K and Fun Run
Busch Gardens Williamsburg



FINISH



SPONSORSHIP BENEFITS

Sponsoring Flat-Out Events offers the opportunity to grow your business through pre-event marketing and face-to-face interaction with thousands of runners, volunteers, and community members who attend events throughout the year. It also builds your brand's image by associating positive lifestyle habits with an increasing audience.

Over 20,000 runners participated in the 6 races including One City Marathon, produced by Flat-Out Events from 2019 to 2022. All seven Hampton roads cities were represented, and runners from as far away as Maryland and Florida joined in the fun. Our goal is to increase to 7,500 total runners across these 5 races in 2024 and build our presence as an athletic event provider on the peninsula of Hampton Roads. By becoming a sponsor, you support our long-term objectives and strengthen your business, products, and brand.

TARGET AUDIENCE

- Local and regional Hampton Roads residents
- Average age of runners: 40-49
- 58% Female / 42% Male
- Active and healthy lifestyle consumers of all ages
- Successful professionals and small business owners actively engaged with the community

BENEFITS FOR MOST SPONSORS

- Complimentary race entries
- Inclusion in social media posts
- Ad in the event guide
- Logo/name on event shirts
- Logo on sponsor page in event guides
- Logo on race websites
- Swag/Race bag inserts (samples and/or flyers)

CUSTOMIZABLE BENEFITS FOR TITLE AND PRESENTING SPONSORSHIPS

- Dedicated product area before, during, and after the race
- Promotional email to race participants
- Sponsor and brand recognition over the P.A. system during 15-second segments
- Partnership announced in all media and news releases
- Inclusion in all event publicity and marketing
- Branding on participant bibs
- Logo on finishers photo backdrop
- Logo on race medal lanyards



What Happens to Sponsorship Funds?



Your sponsorship of Flat-Out Events is not just a marketing opportunity. It's a way to directly produce a race and offset the cost of athletic events. Monetary sponsorships as well as in-kind product or service offerings serve as the backbone to supporting these events. The levels detailed in this packet allow you to maximize your return on investment, but more importantly, give you an opportunity to shine as a community role model positively impacting people's lives.

Even with volunteers, events can be costly. Here are a few of the expenses of putting on an event:

- Finisher medals
- Runner shirts
- Bibs
- Top awards
- Certificates
- Station supplies (food/water)
- Event signs
- Start and finish line materials
- Start and finish line arches
- Timing system
- Timing services
- Timing chips
- DJ services
- Event insurance
- Course signs & flagging
- Equipment rentals
- Portable toilet rentals
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Volunteer raffle prizes

Your Sponsorship Matters. Find Out How in 2024!



Elite Partnerships

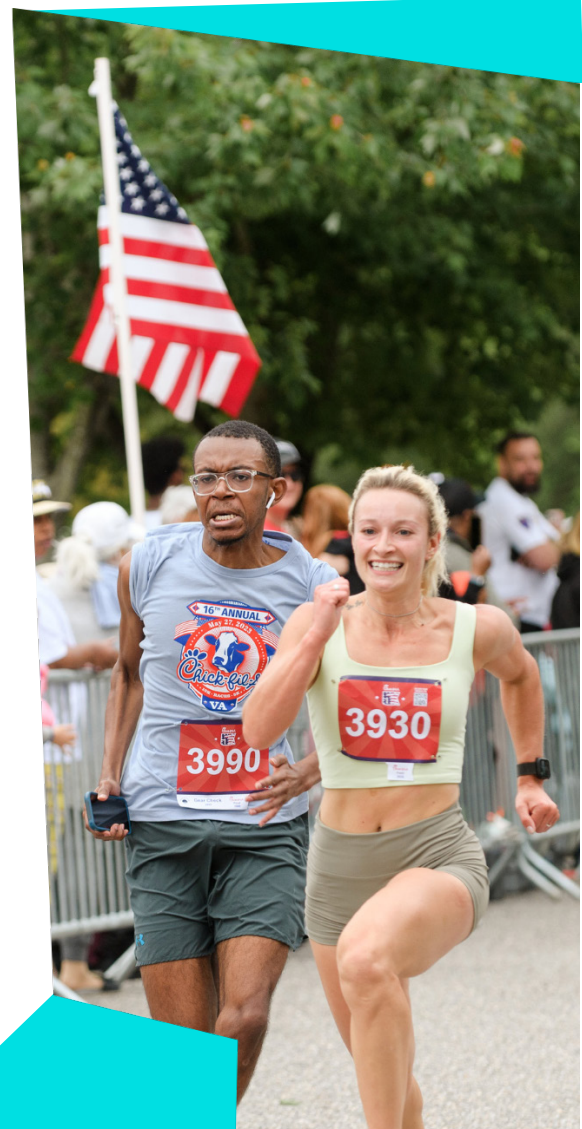
Maximize your investment with a title, presenting, or category sponsorship during Flat-Out Events 2024 race season. These are the best opportunities to reach our audience and bring your business closer to our runners!

Commitments are per event unless otherwise noted. A discount is available for sponsoring all applicable races in the series. Please refer to page 14 for additional details.

2024 Title Sponsor – \$25,000/event

This is the best way to match high-value marketing opportunities with maximum direct interaction potential for new clients. Expand your business with health-conscious consumers and uplift your brand through transformative event-day support.

- Exclusivity as the 2024 Title Sponsor of your sponsored race(s)
- Twenty (20) complimentary race entries for your sponsored 2024 event(s)
- Extensive recognition and promotional opportunities as the 2024 Title Sponsor of your race(s), including:
 - Overall event co-branding (logo and official event/race name)
 - Branding on participant bibs, starting line, and swag/event bags
 - Prominent logo placement on your race(s)'s event and volunteer shirts, finishers photo backdrop and finish line tape, race medal lanyards, applicable race/event websites, sponsor page of the event guide, and on official race photography
 - Dedicated product area before, during, and after your sponsored race(s) in 2024
 - Three (3) sponsor or brand recognition ads over the P.A. system during 15-second segments
 - One (1) dedicated promotional email to the participants of your sponsored race(s)
 - One (1) dedicated promotional email to all Flat-Out Events subscribers (30-40K)
 - Announcement in all media, publicity, marketing, and news releases
 - Outside back cover ad in the event guide
- Swag/Event bag inserts (samples and/or flyers)
- Company emcee announcement at the start of your sponsored race(s)
- Choice of charity partner



SPONSORSHIP PACKAGES

2024 Presenting Sponsor – \$15,000/event

This sponsorship provides an array of high-value marketing opportunities while also offering participant entries to employees or other individuals of your choosing. This is the perfect sponsorship for the sponsor looking to grow their business or uplift their brand on the peninsula!

- Exclusivity as the 2024 Presenting Sponsor of your sponsored race(s)
- Fifteen (15) complimentary entries for your sponsored 2024 event(s)
- Extensive recognition and promotional opportunities as the 2024 Presenting Sponsor of your race(s), including:
 - Prominent logo placement on your race(s)'s event and volunteer shirts, the event website(s), the finishers photo backdrop, sponsor page of the event guide, participant bibs, and race medal lanyards
 - Dedicated product area before, during, and after races in 2024
 - Two (2) sponsor or brand recognition ads over the P.A. system during 15-second segments
 - One (1) dedicated promotional email to race participants
 - Announcement in all media and news releases
 - Inside front cover ad in event guide
- Swag/Event bag inserts (samples and/or flyers)

2024 Official Category Sponsor – \$10,000/event

A customizable option that fits your needs. Categories can include race elements such as the finish line, age winner/ winners trophies, winner prizes, awards ceremony, or swag. Others could include music, media, physical therapy, training, and more!

- Exclusivity as the 2024 Official Category Sponsor of your sponsored race(s)
- Ten (10) complimentary entries for your sponsored 2024 event(s)
- Extensive recognition and promotional opportunities as the 2024 Official Category Sponsor of your race(s), including:
 - Prominent logo placement on your race(s)'s event and volunteer shirts, the event website(s), and the sponsor page in event guide
 - Dedicated product area before, during, and after races in 2024
 - One (1) sponsor or brand recognition ad over the P.A. system during 15-second segments
 - One (1) dedicated promotional email to race participants of your sponsored race(s)
 - Inside back cover ad in event guide
- Exclusive product activation opportunities
- Swag/Event bag inserts (samples and/or flyers)



Racer-Ready Sponsorships

Below are opportunities to sponsor individual races within the overall race event. Benefits apply to events with applicable Fun Runs, 5Ks, 8Ks, 10K, Relay and Half-Marathons. Sponsor your favorite race today!

Commitments are per event unless otherwise noted. A discount is available for sponsoring all applicable races in the series. Please refer to page 14 for additional details.

5K or Half-Marathon Presenting Sponsor - \$7,500/event

This sponsorship supports some of our most popular programming, including Chills in the Mill Harwoods Mill Half-Marathon and the Chick-fil-A 5K.

- Eight (8) complimentary entries for your sponsored 2024 event(s)
- Logo placement on your race(s)'s event and volunteer shirts, the event website(s), and the sponsor page in event guide
- Full-page ad in event guide
- Swag/Event bag inserts (samples and/or flyers)

8K / 10K / Relay Presenting Sponsor – \$5,000 event

Support our 8K, 10K, or Relay races and engage with our larger crowds at the Chick-fil-A 10K or the ever-popular Christmas Town 8K at Busch Gardens Williamsburg and Noland Trail.

- Six (6) complimentary entries for your sponsored 2024 event(s)
- Logo placement on your race(s)'s event shirts, the event website(s), and the sponsor page in event guide
- Full-page ad in event guide
- Swag/Event bag inserts (samples and/or flyers)

Fun Run Presenting Sponsor – \$3,500/event

Join in the fun with our beginning runners with races competitive enough to be challenging but short enough for developing runners!

- Four (4) complimentary entries for your sponsored 2024 event(s)
- Logo placement on your race(s)'s event shirts, the event website(s), and the sponsor page in event guide
- Half-page ad in event guide
- Swag/Event bag inserts (samples and/or flyers)



Corporate Champion Sponsorships

Join our corporate partner family today with a premier or supporting champion sponsorship. These opportunities provide affordable marketing and face-to-face interactions that fit alongside your budget!

Commitments are per event unless otherwise noted. A discount is available for sponsoring all applicable races in the series. Please refer to page 14 for additional details.

Premiere Corporate Champion – \$2,500/event

This marketing opportunity comes with **6 social media posts** dedicated to your business, plus a **¼ page ad** in the event guide and **name recognition** on event shirts. You'll also get **3 complimentary entries** to your sponsored event!

- Six (6) social media posts featuring your business
- Three (3) complimentary entries for your sponsored 2024 event(s)
- Logo placement on race website(s) and sponsor page in event guide
- Name recognition on your race(s)'s event shirts
- Quarter-page ad in event guide
- Swag/Event bag inserts (samples and/or flyers)

Supporting Corporate Champion – \$1,000/event

Bring your business to our runners with products in swag/race bags, as well as **4 social media posts** dedicated to your business and **name recognition** on event shirts. You'll also get **2 entries** to your sponsored event!

- Four (4) social media posts featuring your business
- Two (2) complimentary entries for your sponsored 2024 event(s)
- Logo placement on race website(s) and sponsor page in event guide
- Name recognition on your race(s)'s event shirts
- One-eighth page ad in event guide
- Swag/Event bag inserts (samples and/or flyers)



Event Support Sponsorships

Own a small business and want to participate? Sponsor our event gear check, aid stations, or sponsor a mile marker to support race-day necessities and market your business at the same time!

Commitments are per event unless otherwise noted. A discount is available for sponsoring all applicable races in the series. Please refer to page 14 for additional details

Gear Check Sponsor – \$750/event

Gear check is a heavily-trafficked area for runners on race day, and is a perfect marketing opportunity for your business. In addition to your logo being at the gear check station, your sponsorship comes with embedded marketing opportunities!

- Three (3) social media posts featuring your business
- Logo on gear check signage

Aid Station Sponsor – \$500/event

Aid stations give water and food (at longer races) to participants. Sponsoring an aid station gives you product activation opportunities that provides your product directly to our runners.

- Two (2) social media posts featuring your business
- Product activation opportunities
- Logo placement at aid stations at sponsored race(s)

Mile Marker Sponsor – \$250/event

Your business will be featured on all mile markers across the course, giving your business continued exposure to runners from start to finish. You'll also get one social media post featuring your business.

- One (1) social media posts featuring your business
- Logo placement at mile markers at sponsored race(s)



BENEFITS AT GLANCE



Live Life. Flat-Out.

	Event Title Sponsor	Event Presenting Sponsor	Official Category Sponsorship	5K or Half Marathon Presenting Sponsor	8K / 10K / Relay Presenting Sponsor	Fun Run Presenting Sponsor	Premier Corporate Champion	Supporting Corporate Champion	Gear Check Sponsor	Aid Station Sponsor	Mile Marker Sponsor
Complimentary race entries	20	15	10	8	6	4	3	2			
Ad in event guide	Outside Back	Inside Front	Inside Back	Full Page	Full Page	Half Page	1/4 page	1/8 page			
Logo/name on race shirts	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name			
Logo on sponsor page in event guide	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
Logo on race website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
Dedicated product area before/during/after race	Yes	Yes	Yes								
15-second P.A. announcements read throughout the race	Three	Two	One								
Logo on volunteer shirts	Yes	Yes	Yes	Yes							
Partnership announced in all media and news releases	Yes	Yes									
Bib number branding	Yes	Yes									
Logo on finishers photo backdrop	Yes	Yes									
Logo on race medal lanyards	Yes	Yes									
Logo/name on finish line tape	Yes	Yes									
Dedicated promotional email to all Flat-Out Events subscribers (30-40K)	Yes										
Swag/Race bag branding	Yes										
Event co-branding (logo and official race name)	Yes										
Company emcee announcement at race start	Yes										
Opportunity to choose a charity partner	Yes										
Logo on official race photography	Yes										
Starting line branding	Yes										
Inclusion in social media posts	Yes	Yes	Yes	Yes	Yes	Yes	X6	X4	X3	X2	X1
Logo on mile markers											Yes
Swag/Race bag Inserts (samples/flyers)		Yes	Yes		Yes						
Product activation for aid sponsor			Yes								
Pricing	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,000	\$750	\$500	\$250

SPONSOR THE ANNUAL SERIES

FLAT-OUT EVENTS

Live Life. Flat-Out.

	Event Title Sponsor	Event Presenting Sponsor	Official Category Sponsorship	5K or Half Marathon Presenting Sponsor	8K / 10K / Relay Presenting Sponsor	Fun Run Presenting Sponsor	Premier Corporate Champion	Supporting Corporate Champion	Gear Check Sponsor	Aid Station Sponsor	Mile Marker Sponsor
Chills in The Mill: Harwood Half Marathon & 5K					N/A	N/A					
One City Marathon Weekend	N/A	N/A		N/A	N/A	N/A					N/A
Chick-fil-A 10K/5K											
Noland Trail 50K & Relay						N/A					
Glowing Gobbler 5K					N/A	N/A					
Christmas Town Dash 8K and Fun Run				N/A	N/A						
Race Series Sponsorship Cost (20% discount)	\$100,000	\$60,000	\$48,000	\$24,000	\$8,000	\$5,600	\$12,000	\$4,800	\$3,600	\$2,400	\$1,200
Per Cost Event	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,000	\$750	\$500	\$250
Number available per event	1	1	Unlimited	1	1	1	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited



EXPLORE UNFORGETTABLE RACE EXPERIENCES



Half Marathon begins at 8:30 AM
5K begins at 9:15 AM
Harwoods Mill Park

Chills in the Mill

Harwoods Half Marathon and 5K
January 13, 2024

Take on an adventure unlike any other in Hampton Roads with the Harwoods Half Marathon and 5K! This event will take runners on a challenging journey through a variety of terrains, ultra-style aid stations, and maybe even a little bit of mud.

Both races start off of Oriana Road in Yorktown, across from the Harwoods Mill fishing area. Runners will park at the McReynolds Athletic Center, and be shuttled to the start line area. The half marathon will start at 8:30 AM, and the 5K will begin at 9:15 AM. There is a 4-hour time limit on the half marathon. Awards will be presented onsite to the top 3 male/female finishers in each event!

One City Marathon

Marathon, Half Marathon, 5K, and Nautical Mile Fun Run
March 1 – 3, 2024

The Newport News One City Marathon, celebrating its 10th year, is a popular point-to-point marathon in Virginia's Hampton Roads area. The course is renowned for its fast times and its high percentage of Boston Qualifying runners. This event offers Half Marathon, 5K, and Nautical Mile Fun Run options.



5K & Nautical Mile - March 2
Marathon & Half Marathon - March 3
Newport News



10K begins at 8:30 AM
5K begins at 8:45 AM
Mariners' Museum & Park

17th Annual Chick-fil-A 10K/5K
Featuring the Running of the Cows Fun Run
May 25, 2024

Those crazy cows are back for the 17th Annual Chick-fil-A 10K/5K featuring the Running of the Cows Fun Run! Featuring the scenic Mariners' Museum and Lions Bridge, you and your family are invited to join us in Newport News, VA as we run and Eat Mor Chikin ©.

This annual 10K/5K raises funds to provide over 6,000 meals to our community through the Virginia Peninsula Foodbank! For every dollar donated, 3 meals are provided to our neighbors who need it the most. Donations can be made at the time of registration or accepted at packet pick-up. Every dollar helps a neighbor in need! Awards will be presented onsite to the top 3 male/female finishers in each event.

EXPLORE UNFORGETTABLE RACE EXPERIENCES



First Wave of Runners Begins at 7:00 AM

The Noland Trail 50K and Relay Mariners' Museum & Park November 2024

The Noland Trail 50K & Relay allows runners to race the ONLY event run on the beautiful Noland Trail in the Mariners' Museum & Park. The 50K consists of 6 laps on the trail and a short section of the course before and after each trail lap. Relay teams can be made up of 2-6 team members, and take on the 6 laps together. In between laps runners can hang out together in "Tortuga" and enjoy time with one another.

Glowing Gobbler 5K Newport News Park at Deer Run November 2024

Before the turkey and the stuffing, take part in the most LIT holiday run of the season! The Glowing Gobbler 5K is an evening race that gives runners a unique opportunity to run through Newport News Park's *Celebration In Lights*. Get in the holiday spirit have a little run while you're at it!



5K Begins at 6:30 PM



8K Begins at 8:30 AM

Christmas Town Dash 8K and Fun Run Busch Gardens Williamsburg December 2024

Get ready for the best holiday run of the season as you tour Busch Gardens Williamsburg's Christmas Town. Enjoy the sights, smells, and sounds of Christmas during this festive 8K run—or Fun Run with the whole family!

READY TO JOIN FLAT-OUT EVENTS FAMILY?

We welcome your support and can't wait for you to be a part of our events in 2024. Contact Aime Clinkenbeard by email at raceteam@flatoutevents.com or by phone at (757) 880-8843 and complete your partnership today.

We look forward to building a long-term relationship with you that is mutually beneficial for us, for our participants, and for the Hampton Roads community.

THANK YOU!