REXBURG RACES

Sponsorship Packet

2 0 2 4

About Rexburg Races

On the next page, you'll see the memories that were made this last summer. I love my job because I get the opportunity to personally witness these memories and many more. All the smiles, laughs and tears of the participants, as they strive to reach the finish line, would not be possible without our sponsors.

If your business was a sponsor of the Rexburg Race Series this year, I would like to thank you on behalf of the hundreds of community members that participated this past year. We strive to make our sponsorships as beneficial as possible for the local businesses as well as the participants. We are dedicated to finding the best way for your business to be part of the Rexburg Race Series for years to come.

If you are a potential new sponsor to the race series, I will tell you why you should join our efforts. In my time of being the race director for the City of Rexburg I have been impressed at the amount of people that the race series has impacted. I grew up participating in sports and races. I ran Cross Country and Track in High School and have raced in many different races around the country. They were great experiences. However, being on the other side, preparing and providing this experience has been much more rewarding. I've been able to see the joy from people finishing their first marathon or 5k. The excitement in both parent and child during the Kids Race. It's truly an amazing experience! Last year we had many members of the 50 States Marathon Club (a club where the goal is to run a marathon in all 50 states) run the Teton Dam Marathon. One of which ran completed his 50th at the Teton Dam Marathon. This was an exciting moment for him, and we were pleased to be a part of it. Whether it's someone's first race or 50th marathon our sponsors make these experiences possible!

Rexburg Races and the local businesses can make this possible if we work together to make Rexburg, truly, "America's Family Community."

Sincerely,

Jake Linford

Jake Linford
Race Director

Our Races

TETON DAM TUNE UP

Date: May 4
Participants: 200
Spectators: 100
Total Attendance: 330

This race is to get you ready for the Teton Dam Marathon and its races. The Teton Dam Tune up will consist of the 5k course and the Kids Race Course. Each Participant will receive a preview of the course and post-race snacks. This event will be timed.

Teton Dam Marathon

Date: June 1
Participants: 1200+
Spectators: 500
Volunteers: 300
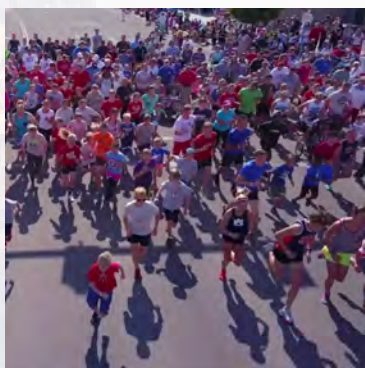**Total Attendance: 2000+**

Runners from all over the country will be in Rexburg, Idaho on the first Saturday in June to participate in the Teton Dam Marathon & Races. The races include a marathon, half-marathon, relay, 10K, 5K, and Kids Race. The Teton Dam Marathon & Races takes place every year around the anniversary of the breaking of the Teton Dam.

On June 5, 1976, the collapse of the Teton River Dam unleashed a savage flood which caused $500 million in damage, took eleven lives, and made thousands homeless in Wilford, Sugar City, Rexburg, Salem, Hibbard, Firth, Blackfoot, and Roberts.

This tragedy was turned into triumph by the victims' own faith and courage and by an outpouring of aid by many volunteers from Idaho and nearby states. For this reason, hundreds of runners flood the streets to take on their own personal challenge of running a race.

Our Races

Main Street Mile

Date: July 4
Participants: 450
Spectators: 5000
Total Attendance: 5450

Join family, friends and neighbors this July 4th as we run the Main Street Mile. The Main Street Mile is a family fun run which will take place before the Rexburg 4th of July Parade. Runners will receive a Main Street Mile water bottle and a free 4th of July day pass to Rexburg Rapids with every entry. The race starts at 9:45 am @ The Southeastern corner of Smith Park with the finish line at the intersection of S 2nd W and W 2nd S (Porter Park and Deseret Book.

FOAMY 5K

Date: June 22
Participants: 350
Spectators: 50
Total Attendance: 400

The Foamy 5k is just like it sounds 5 kilometers (3.1 miles) of soapy, foamy, fun! There will be foam cannons shooting foam out at runners, foam stations that will create a wall of bubbles to run through and much more! You won't want to miss this! The Foamy 5k is a flat course that is for any age or fitness level. Starting at Rexburg Rapids it loops through nature park and ends back at Riverside Park (next to Rexburg Rapids). We welcome everyone and encourage you to move at your own pace. Get your sneakers, strollers, and sunglasses ready, it's time for the Foamy 5k!

SPEEDY SPUD 5K

Date: October 12
Participants: 200
Spectators: 50
Total Attendance: 270

This race will take place on October 12th as part of the Octuberfest celebration. The Speedy Spud 5k will start at Nature Park, close to the Pickleball Courts and loop around through Eagle Park for two laps and finish back at the starting line. In addition to the 5k we will feature "The Mashed Potato Mile" for the kids. That race as well will start and finish by the pickleball courts.
Participants will receive a T-Shirt and voucher for The Baked Potato Bar at Octuberfest.
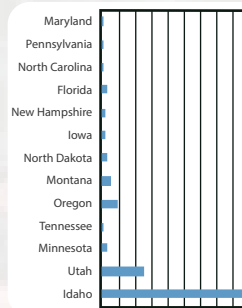
Sponsorship Program

REXBURG RACES

Gender

Men — 45%
Women — 55%

Age Group

0-18 — 21%
19-25 — 28%
26-30 — 13%
31-40 — 18%
41-50 — 10%
51+ — 10%

Runners Representation

Maryland
Pennsylvania
North Carolina
Florida
New Hampshire
Iowa
North Dakota
Montana
Oregon
Tennessee
Minnesota
Utah
Idaho

Title Sponsor Pricing

Teton Dam Tune Up - $1,500
Teton Dam Marathon - $7,000
Foamy 5k - $3,000
Main St Mile - $5,000
Speedy Spud 5k - $1,500

Sponsor Type	Title Sponsor	Gold Level	Silver Level	Bronze Level
Donation	Pricing Above	$2,000	$1,000	$500
4x2 Race Banner at Finish Line	X	X	X	X
2 Free Expo Booths (Carousel Kick off & Teton Dam Finish)	Space as Requested	10x20	10x20	10x20
Swag Bag Access	X	X	X	X
DJ Shout Outs	X	X	X	X
Sponsor Recognition on Social Media	X	X	X	X
Thank You Gift	X	X	X	X
FREE Race Entries	5	3	2	
10% Discount Code Unique to your Company	X	X	X	
License to Race Logo in Your Advertising	X	X	X	
Hyperlinked Logo on Website	X	X	X	
Email Blast to 10,000+ Registered Runners (Past & Present)	X	X	X	
Logo on Race Shirts	X	X	X	
Logo - Bigger, Prime Location on Shirt	X	X		
Logo Print Advertising	X	X		
Logo on Finishers Photo Backdrop	X	X		
Logo on Rexburg Races Home Page	X			
Business Name in Race Title	X			
Exclusive Logo on Volunteer Shirts	X			
Social Media Invasion	X			
Porter/Smith Park Sign Banner	X			
End of Main St Banner Marquee	X			

REXBURG RACES

Carousel Summer Kickoff

Signature Event for
Rexburg Races Sponsor

Date: May 24th
Estimated Attendance: 3500

Sponsor Banner Examples

A La Carte Sponsor Options

Swag Bag Sponsor -$500 - TDM only

Aid Station Sponsor -Free! - TDM only

Expo access - $150/event

PR Gong Sponsor - $500

Sponsorship Agreement Form

Rexburg Recreation

Office Phone: 208-372-2564   **Email: jacob.linford@rexburg.org**

Fax: 208-359-3022   **www.rexburg.org**

35 N 1st E. Rexburg, ID 83440

We, the undersigned are pleased to offer the following sponsorship to the 2023 Rexburg Races & Events.

Sponsorship Level (Please circle which package(s) you would like to sign up for)	Benefits
Race Title - $_____ Gold - $2,000 Silver - $1,000 Bronze - $500 A La Carte Option-$_____	The City of Rexburg commits to provide your company with the full amount of benefits that comes with the selected sponsorship level. (Please refer to the Sponsorships level page for the list of benefits for each level.)

Any other form of sponsorship must be negotiated with the event organizer. Any extra requirement imposed by sponsor not listed in the above options must be negotiated and subjected to the approval of the event organizer.

Payment (please check one)

____Please find an enclosed check, No._____ for the amount of $_____made payable to **"The City of Rexburg"**. Attn: Jake Linford

____I request that the City of Rexburg bill my business for the full amount of $_____.

____My sponsorship will be an exchange of services/products for the equivalent amount to my level of sponsorship.

Contact Name:_____

Company Name:_____

Mailing Address:_____

Service Address:_____

Tel:_____   Fax:_____

Email:_____

Sponsor

Signature:_____   Date :_____