



603 Bloomfield Avenue
Montclair, New Jersey 07042
973-509-9707

FLEET FEET'S MIDLAND AVENUE MILE SPONSORSHIP INVITATION

We are excited to announce that Fleet Feet Sports Montclair will be hosting its first ever road race – Fleet Feet's Midland Avenue Mile to be held on Sunday, August 21, 2016 at 5pm! This one-mile race will take place entirely on Midland Avenue, ending just a short walk away from our store location and the beautiful downtown Montclair area.

Fleet Feet Sports Montclair would like to invite you and your company to be a part of the Fleet Feet Team – one that is dedicated to supporting the wellness of the community. Our sponsors are going to be an integral part of our event's success. Please consider one of the following sponsorship levels.

Get to Know Us!

About us: Fleet Feet Sports Montclair has been serving the Montclair community for over 28 years, providing a welcoming environment for walkers, runners and fitness enthusiasts alike. We are committed to supporting the community with their fitness & wellness goals by not only offering quality running shoes, apparel and accessories. We also offer group runs, training programs and educational resources.

Beneficiaries: Fleet Feet Sports Montclair has been a long-time supporter of local charitable organizations. Some proceeds from the race will benefit the Montclair Public Library and its literacy campaign.

Event Date: Sunday, August 21st at 5pm

Event

Location: Midland Avenue, Montclair, NJ (Course is USATF Certified)
Start: Midland Avenue – in front of #253
Finish: Midland Avenue – northern end of Portland Avenue / Midland Avenue intersection

Expected Field

Runners: 400

Format: 4 Waves:

- Masters Women / Men
- Open Women / Men
- Family
- Public Safety

Waves will start in 10 minute increments.

SPONSORSHIP LEVELS

Presenting Sponsorship

- Presenting sponsor prominent status on race website
- Presenting sponsor logo on all promotional signage, banners and finish line arch
- Presenting sponsor tent at race site
- Prominent logo position on race t-shirt
- Company brochures / flyers at packet pick-up
- Official starter
- Event day recognition
- Race day complimentary entries

Major Sponsorship

\$4,000

- Sponsor logo on website
- Sponsor tent at race site & service exclusivity
- Company brochures / flyers at packet pick-up
- Logo on race t-shirt
- Event day recognition
- 8 Race day complimentary entries

Premier Sponsorship

\$2,750

- Sponsor logo on website
- Company brochures / flyers at packet pick-up
- Logo on race t-shirt
- Event day recognition
- 6 Race day complimentary entries

Contributing Sponsorship

\$1,500

- Logo on race t-shirt
- Event day recognition
- Company brochures / flyers at packet pick-up
- 4 Race day complimentary entries

Half Mile Marker Sponsorship

\$750

- Corporate name on .5 mile clock
- Logo on race t-shirt
- Event day recognition
- 2 Race day complimentary entries

Friends of Fleet Feet

\$300

- Event day recognition
- Logo on race t-shirt

Donations in Kind

- Vary based on sponsor

SPONSORSHIP AGREEMENT

Yes! We would like to sponsor the 2016 Fleet Feet Midland Mile on August 21st!

Type of Sponsorship: *(Please check one.)*

- | | | | |
|---|---------|---|---------|
| <input type="checkbox"/> Presenting Sponsorship | | <input type="checkbox"/> Major Sponsorship | \$4,000 |
| <input type="checkbox"/> Premier Sponsorship | \$2,750 | <input type="checkbox"/> Contributing Sponsorship | \$1,500 |
| <input type="checkbox"/> Mile Marker Sponsorship | \$750 | <input type="checkbox"/> Friends of Fleet Feet | \$300 |
| <input type="checkbox"/> In Kind Donation: <i>Please include details:</i> _____ | | | |

Contact Name: _____

Title: _____

Company Name: _____

Contact Information:

Phone: _____ E-Mail: _____

Mailing Address: _____

All logo artwork should be sent in jpeg format to loren@fleetfeetmontclair.com

Please make checks payable to:

Fleet Feet Sports Montclair
Memo: Midland Mile

Mail to:

Midland Mile c/o Fleet Feet Sports Montclair
603 Bloomfield Avenue
Montclair, New Jersey 07042

For further information or if you have any questions about sponsorship, please contact Fleet Feet Sports – Paul Giuliano or Loren McCreesh at 973-509-9707.