



2016 Sponsor Packet

Event Schedule

December 10, 2016, 5:30-9pm

Event Location

[Sunset Hills, Greensboro, NC](#)

Event Overview

This will be the 5th annual Running of the Balls.

Now the third largest race in Greensboro, its 3,500 participants annually raised more than \$50,000 for Second Harvest Food Bank of Northwest NC in 2015. Recognized by Runners World and Good Morning America, this internationally unique event draws participants from around the world by allowing them to experience the Lighted Christmas Balls of Sunset Hills at night. A start/finish area with 2 main stages, hot chocolate and cookies for each participant, 5 music locations on the course, and a neighborhood filled with homeowners enjoying the event while caroling with friends by campfire all add to the ambiance of the event.

The race field is capped to keep the feel of a cozy community event and is regularly sold out within one month of registration opening. Registration is guaranteed for sponsors and residents after regular event registration has closed.

Event Impact

Anticipated attendance:

- Participants: 3,700 in 2015. Realized attendance of 10,000 since 2012.

Media coverage:

- TV: WGHP Fox 8 is our 2016 TV sponsor.
- Local Print: Rhino Times, News & Record, Triad City Beat (historically)
- International: Runners World Magazine (2014), Good Morning America (2015)

Social Media:

- Facebook: 4,500 followers with an organic reach of 35,500 impressions.

Non-Profits:

- 100% of race sponsorship proceeds benefit Second Harvest Food Bank



Sponsorship Levels

Presenting Sponsor - \$7,500 (1 Available)

Branding of Start/Finish stage on Rolling Rd or Madison Ave with 3ft x 15ft banners

Branding of Running of the Balls Event t-shirts and Packet Pick-Up

Exclusive Parking area for event participants.

Up to 75 spots in the race.

All benefits included in Stage Sponsor Level

Stage Sponsor - \$2,500 (6 Available)

Branding of stage on course with 3ft x 8ft banner

Logo on Running of the Balls Event t-shirts.

Placement on all marketing material. (Web and Print)

Tented reception area near Start/Finish with Hot Cocoa and Cookies

Up to 35 spots in the race.

All benefits included in Race Sponsor Level

Race Sponsor - \$750

Logo on Start/Finish Stage Banner

Name on Running of the Balls Event t-shirts.

Placement on all online marketing material.

Up to 8 spots in the race.

Friend of The Running of the Balls - \$300

Name on the Website and Facebook Page

Up to 4 spots in race.



Payment Information

Company/Contact Information

Company

Contact Name

Street

City

State

Zip

Phone

Email

Sponsorship Level

Presenting Sponsor - \$7,500

Stage Sponsor - \$2,500

Race Sponsor - \$750

Friend of ROTB - \$300

Credit Card Info

Card Number

Exp Date

CVV

Return form to Running with Horses, LLC
at 8 Pineburr Ct, Greensboro, NC 27455 or via email at info@TheRunningoftheBalls.com

Make Checks Payable to Second Harvest Food Bank of NW NC