



## 2017 Sponsor Packet

### Event Schedule

December 9, 2017, 5:30-9pm

### Event Location

[Sunset Hills, Greensboro, NC](#)

### Event Overview

This will be the 6<sup>th</sup> 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. 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: 4,000 in 2016. Realized attendance of 14,000 since 2012.

#### Media coverage:

- TV: Various coverage through local media outlets (WGHP, WFMY, WXII)
- Local Print: Rhino Times, News & Record, Triad City Beat (historically) Runners
- International: World Magazine (2014), Good Morning America (2015)

#### Social Media:

- Facebook: 5,300 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 (3 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](mailto:info@TheRunningoftheBalls.com)

Make Checks Payable to Second Harvest Food Bank of NW NC