

SPONSORSHIP INFORMATION



2017

ABOUT THE EVENT

Beechview is only minutes away from Downtown via the “T,” Pittsburgh’s trolley system. It is home to a diverse population in a neighborhood filled with hardworking people dedicated to helping others and improving the community they call home. In 1912, the community challenged the city to find a solution to the fact that the normal horse and wagon used by firemen did not work on our hills.

This year our community is challenging runners to tackle those same hills, including the steepest street in the world. The staggering 37% grade of Canton Avenue is nestled into the middle of this year’s course as runners start and finish on some of the biggest hills Pittsburgh has to offer.

The event is organized through a group of Beechview residents with a passion for the community and a desire to create a challenge for event runners. Formally structured as an LLC, the group is working to create greater neighborhood outreach and exposure through the event. Through collaboration with residents, businesses, nonprofit, and government partners, Hell on Hills is hoping to support revitalization of Beechview.

WHEN YOU SAY “HILLS” HOW MANY HILLS?

Beechview is located on the hills between Banksville Road and West Liberty Avenue. This means you have pretty much nowhere to go but up! This year’s course travels up Wenzell Avenue and Boustead to Broadway. Just as runners get to a “level” course along Broadway, they take a run down Coast before tackling the steepest street in the US at Canton. Then it’s back up Hampshire Avenue before winding through Beechview’s side streets and heading down Hampshire Avenue to Kenberma and Sebring on the way to Westfield. The race finishes at Vanucci Park and Field with an epic after party to celebrate a successful event conquering the world’s steepest 5K.

www.hellonhills.com

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WHY SPONSOR?

As a sponsor, you will receive a commemorative event photo; commemorative T-shirts; and your company's logo on the event website and select marketing materials. Additional benefits – such as naming rights, exhibitor opportunities, and promotional consideration options are available as outlined below:

SPONSORSHIP LEVELS

PRESENTING SPONSOR (x1) - \$3,000.00

As a presenting sponsor, you or your company receives recognition as a presenting sponsor as "Hell on Hills Presented by [Your Name Here]" with your logo at the top of the race website (clickable link), t-shirts, press releases and event signage.

GENERAL EVENT SPONSORSHIP LEVELS:

Gold (x9) - \$1,000.00

As a gold sponsor, you or your company receives recognition with a medium-sized logo on the race website (clickable link), t-shirts, and event signage.

Silver (x10) - \$500.00

As a silver sponsor, you or your company receives recognition with a small-sized logo on the race website (clickable link), and t-shirts.

Bronze - \$300.00

As a bronze sponsor, you or your company receives recognition with your company name on the race website (clickable link), and t-shirts.

Contributor - \$150.00

As a contributor, you or your company receives recognition with your company name on the race website.

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WATER STOP SPONSORSHIPS (x3) - \$250.00

We presently have three (3) water stops planned throughout the race. As a water stop sponsor, you or your company receives recognition with a small-sized logo on the race website (clickable link). If water stop sponsor wishes to have signage promoting their company at the water table, they have the option to bring a banner or other signage. Hell on Hills organizers will not provide signage.

MISCELLANEOUS SPONSORSHIPS

We presently have sponsorship opportunities available for the following items. Please contact us to discuss these and any other potential sponsorship options you may be interested in.

- **Event Bags**
- **Event Printing Services (Print Materials and Banners)**
- **Event Shirts (Race Shirts and Volunteer Shirts)**

EPIC PARTY/COMMUNITY FAIR VENDOR TABLE - \$50.00

We can't have an epic after party/community fair to celebrate a successful event without vendors! For \$50.00, you can have your own space to promote your business to the community or sell some wares. Exhibitors are responsible for providing their own tables. If you would like to rent a table, you can do so for an additional charge of \$50.00.

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Name of Organization (as you would like it listed on event materials):

Name of Contact Person:

Street Address:

City, State, Zip:

Phone:

E-Mail:

Please select the level at which you would like to sponsor and whether you would like an exhibitor booth (if applicable):

- | | | | | |
|--|-----------------------------------|---|----------------------|--|
| <input type="checkbox"/> Presenting Sponsor | Will you have an Exhibitor Booth? | <input type="checkbox"/> Y <input type="checkbox"/> N | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |
| <input type="checkbox"/> Gold Sponsor | Will you have an Exhibitor Booth? | <input type="checkbox"/> Y <input type="checkbox"/> N | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |
| <input type="checkbox"/> Silver Sponsor | Will you have an Exhibitor Booth? | <input type="checkbox"/> Y <input type="checkbox"/> N | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |
| <input type="checkbox"/> Bronze Sponsor | Will you have an Exhibitor Booth? | <input type="checkbox"/> Y <input type="checkbox"/> N | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |
| <input type="checkbox"/> Contributor | Will you have an Exhibitor Booth? | <input type="checkbox"/> Y <input type="checkbox"/> N | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |
| <input type="checkbox"/> Water Stop Sponsor | Will you have an Exhibitor Booth? | <input type="checkbox"/> Y <input type="checkbox"/> N | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |
| <input type="checkbox"/> Exhibitor (w/o sponsorship level) | | | Do you need a table? | <input type="checkbox"/> Y <input type="checkbox"/> N* |

*Exhibitors are responsible for providing their own tables. If you would like to rent a table, you can do so for an additional charge of \$50.00.

Checks should be made payable to
Hell on Hills, LLC

Return the form:

By E-Mail: missy@sidekickmediaservices.com

All sponsor forms should be received by
September 15, 2017

By Regular Mail:

Hell on Hills, LLC
212 Platt Avenue
Pittsburgh, PA 15216

Questions? Contact Missy Sorg by phone at (412) 302-8390 or by e-mail at missy@sidekickmediaservices.com

THANK YOU FOR YOUR SUPPORT!

www.hellonhills.com