



About the Lakefair Tradition

Capital Lakefair was founded by a collection of local business people in 1957 who came together to create a local celebration every summer. 61 years later, Capital Lakefair is now a community tradition for generations of families. Occurring every year during the third week in July, the week-long celebration concludes with the Olympia Lakefair Races on Saturday morning, the Grand Parade through downtown Saturday evening and a firework show on Sunday.

Starting in 1975, the Lakefair Races were directed by the Olympia Rain Runners running club. The races have varied in distances over the years with distances of two miles, 3k, 8k, 10k, half marathon, and marathon. When The Olympia Rain Runners dissolved, the races were absorbed by the Capital City Marathon Association. After a few years, the Marathon Association, wanting to focus on its own races, turned over the Lakefair Races to two local high school coaches. They created the Lake Run Organization, a member of the Road Runners Club of America.

In 2016, the Olympia Downtown Rotary Club approached the Lakerun Organization to partner in sponsoring the events, and introduced the Trials Legacy Marathon. The Marathon was established to retrace the steps of legends and honor the legacy of the 1984 Women's Olympic Trials Marathon which was held in Olympia. On May 12, 1984 Olympia took center stage as thousands lined the streets to watch 238 women compete for a chance to run in the Los Angeles Olympic Games. The historic course starts at the top of "Courthouse Hill" in Olympia and winds through Tumwater, Lacey and Thurston County.

In 2017, the Lakerun Organization in partnership with the Olympia Downtown Rotary Club rebranded the four race event to "Olympia Lakefair Races". The aim of this effort is to continue the tradition of the races, honor the running past of Olympia, support youth running and hopes of funding a monument to memorialize the 1984 Women's Olympia Trials Marathon at Marathon Park. Additional proceeds will support the Olympia Rotary Club in continuing to make a positive impact in Thurston County.

Help us celebrate these historic races and become a sponsor! As a sponsor, you will have the unique opportunity to connect with the Thurston County community, build brand awareness and show your company's support of our community and our region's history.





Sponsorship Opportunities

Presenting “Legacy” Sponsor \$3000

Official Race Sponsor (Limited to 1 Sponsor)

- Logo inclusion on: T-shirts, posters, printed race promotion materials, Rotary and race websites and Facebook pages with hyperlink to your company’s website
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)
- Mention at race as presenting sponsor in PR Outreach, including PSA’s

Race Day Exposure

- Banner presence at the event (provided by sponsor)
- Exclusive sponsor logo on race bibs
- Recognition on signage at water stations
- Inclusion of one promotional item in race bag
- Opportunity for representative to present awards

Awarded Following

- Complimentary registrations (10)
- Right to use event logo

Half Marathon Sponsors \$1500

Limited to 4 Sponsors

- Logo inclusion on: Posters, Rotary and race websites and Facebook pages with hyperlink to your company’s website
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)

Race Day Exposure

- Banner presence at the event (provided by sponsor)
- Recognition on signage at water stations
- Inclusion of one promotional item in race bag

Awarded Following

- Complimentary registrations (5)
- Right to use event logo



8k & 3k Sponsors \$500

Unlimited

- Logo inclusion on: Rotary and race websites and Facebook pages with hyperlink to your company's website
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston Cty)

Race Day Exposure

- Banner presence at the event (provided by sponsor)
- Inclusion of one promotional item in race bag

Awarded Following

- Complimentary registrations (3)
- Right to use event logo

In-kind Sponsors \$TBD

Specialty (Food, printing, race prizes, etc.)

- Logo inclusion on: Rotary and race websites and Facebook pages with hyperlink to your company's website
- Logo inclusion on posters based on in-kind sponsorship value of \$1500 or more
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)

Race Day Exposure

- Inclusion of one promotional item in race bag

Mile Marker Sponsors \$150

Marathon (Qty. 26), Half Marathon (Qty.13), 8k (Qty. 4)

- Company name listed on designated mile marker sign (11x17).
- First-Come, First Served



Sponsor Commitment Form

To fill out and submit this form **electronically**, download it first, then fill it out and then submit it by clicking on the SUBMIT button below.

Contact Information

Organization:

First Name: _____ Last Name: _____

Phone: _____ Email: _____

Select Sponsorship Level

Presenting "Legacy" Sponsor
\$3,000

Half Marathon Sponsor - \$1,500

8k & 3k Sponsors \$500

In-kind Sponsors \$TBD (Contact
to discuss value)

Mile Marker Sponsors \$150

Mile Marker Request (*Please Note: This is first-come first-serve*)

- Marathon (#1-26) Please indicate which mile marker:
- ½ Marathon (#1-13) Please indicate which mile marker:
- 8K (#1-4) Please indicate which mile marker:

Submitting Your Sponsorship Commitment Form

Scan & Email completed sponsorship form to: OlyLakefairRaces@gmail.com

- Include credit card information below
- Check if you would you like to receive an invoice

Mail Sponsorship Commitment Form with Payment to:

****Make checks payable to: Rotary Club of Olympia Foundation***

Rotary Club of Olympia
"In Care of Olympia Lakefair Races"
P.O. Box 7323, Olympia, WA 98507

Credit Card Information

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Name on Card: _____ Exp. / CV Zip Code: _____

To submit form electronically via e-mail, click on the SUBMIT button

For questions, please contact:

OlyLakefairRaces@gmail.com OR call Heidi Schaiberger at

(206)519-9944

Thank you for your support!

