

2023 SPONSORSHIP PACKET



SATURDAY, AUGUST 12, 2023

All proceeds benefit the Huron-Clinton Metroparks and the Clinton River Watershed Council



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ABOUT THE EVENT

Now celebrating its 12th anniversary, Sprint and Splash is a fundraising event with the unique purpose of promoting and celebrating Lake St. Clair. The event offers a great opportunity for community members to stay active and experience some of Macomb County's beautiful natural assets. Held at Lake St. Clair Metropark, Sprint and Splash features a variety of competitive events.

RACE INSIGHTS



EVENTS INCLUDE:

- **5K Run or Walk**
- **Duathlon: 5K Run + 2-Mile Paddle - Kayak or Stand Up Paddleboard (SUP)**
- **2-Mile Paddle: Kayak or SUP**

The first race begins at 9 a.m., with the event typically concluding no later than 1:00 p.m. Additional details will be provided closer to the event date.

The primary benefactor of the event will be the Huron-Clinton Metroparks. The 13 Metroparks enrich the lives of the citizens and environment of southeast Michigan. The second benefactor is the Clinton River Watershed Council whose mission is to protect, enhance and celebrate the Clinton River, its watershed, and Lake St. Clair.

EVENT REACH

- Average of 500 participants & volunteers each year
- Raised over \$90,000 since 2012
- Nearly 1,500 Facebook followers
- Over 9,600 new website users in 2022

Sponsoring this event provides support for organizations that are working to enhance regional recreational assets while also striving to protect and restore Lake St. Clair, the Clinton River, and the surrounding natural areas.



**SPONSORSHIP
OPPORTUNITIES**

RUN • KAYAK • SUP

Henry Ford
HEALTH SYSTEM

HENRY FORD
MACOMB HOSPITAL
PRESENTS



LAKE ST. CLAIR METROPARK

METROPARK PRO \$5,000

Exclusive opportunity for one sponsor



WHAT'S INCLUDED

- Premier full-color logo prominently placed on all promotional materials and press releases with the phrase "Sprint and Splash presented by..."
- Prominent full-color logo showcased at the finish line and on directional signage throughout the park
- Exclusive full-color logo feature on race bibs worn by each competitor
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo highlighted on SprintandSplash.com
- Recognition as the presenting sponsor as part of a comprehensive social media campaign, including Facebook advertising, and blog posts on MakeMacombYourHome.com
- Ten complimentary race entries



MEDAL MASTER \$2,000

Exclusive opportunity for one sponsor



WHAT'S INCLUDED

- Premier full-color logo exposure on the finisher gifts that each of the estimated 200 participants will receive at the conclusion of the race
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo on SprintandSplash.com
- Recognition as a sponsor on social media and via blog posts on MakeMacombYourHome.com
- Six complimentary race entries

RACE DAY SHIRT \$1,750

Exclusive opportunity for one sponsor



WHAT'S INCLUDED

- Premier logo exposure on the official race shirts, provided to all participants and volunteers
- The opportunity to include promotional items in the SWAG bags provided to participants and volunteers
- A linked logo on [SprintandSplash.com](https://www.sprintandsplash.com)
- Recognition as a sponsor on social media and via blog posts on [MakeMacombYourHome.com](https://www.makemacombyourhome.com)
- Six complimentary race entries

SWAG BAG SKIPPER \$1,500

Exclusive opportunity for one sponsor



WHAT'S INCLUDED

- Premier logo exposure on the dry bags provided to participants entering any of the events
- The opportunity to include promotional items in the SWAG bags provided to participants and volunteers
- A linked logo on SprintandSplash.com
- Recognition as a sponsor on social media and via blog posts on MakeMacombYourHome.com
- Six complimentary race entries

MILE MAVEN \$1,000

Exclusive opportunity for one sponsor

WHAT'S INCLUDED

- Prominent placement of a full-color logo on all race route signage
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo on SprintandSplash.com
- Recognition as a sponsor on social media and via blog posts on MakeMacombYourHome.com
- Four complimentary race entries



CHANNEL CHAMPION \$750

Maximum 3 sponsors



WHAT'S INCLUDED

- Premier full-color logo featured throughout a tent that will be visible to all participants and volunteers as they pick up post-race food and beverages
- The opportunity to include promotional items in SWAG bags provided to participants and volunteers
- A linked logo on www.SprintandSplash.com
- Recognition as a sponsor on social media and via blog posts on MakeMacombYourHome.com
- Six complimentary race entries

2023 SPRINT AND SPLASH SPONSORSHIP FORM

Please indicate your desired sponsorship level

- | | |
|---|---|
| <input type="checkbox"/> METROPARK PRO \$5,000 | <input checked="" type="checkbox"/> SWAG BAG SKIPPER \$1,500 FILLED |
| <input checked="" type="checkbox"/> MEDAL MASTER \$2,000 FILLED | <input type="checkbox"/> MILE MAVEN \$1,000 |
| <input type="checkbox"/> RACE DAY SHIRT \$1,750 | <input type="checkbox"/> CHANNEL CHAMPION \$750 |



Don't see a sponsorship option that quite fits your needs? Customized sponsorship packages are available. For more info, contact Amanda Minaudo at Amanda.Minaudo@macombgov.org or Chelssee Moreno at Chelssee.Moreno@macombgov.org.

Sponsorships can be secured online or by mail.

Online:

[Please complete the form and submit payment through the portal.](#)

Via mail:

Please complete the form below and submit it along with a check to the contact and address provided below.

Company _____

Contact Person _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email _____

To ensure proper tagging in social media posts, please provide your preferred handles for:

Facebook _____ LinkedIn _____ Twitter _____

Signature _____

Please make checks payable to: The County of Macomb

Please mail to: Chelssee Moreno, 1 South Main Street, 7th Floor, Mt. Clemens, MI 48043

In signing this entry form, I assume all responsibility and agree to waive any responsibility of the County of Macomb, the Huron-Clinton Metropolitan Authority, the Clinton River Watershed Council, and all participants of Sprint and Splash at Lake St. Clair for any damage occurred during said event.

LOGO REQUIREMENTS

In order to ensure the highest display quality of your company logo, please supply a file that is a vector format only (Adobe Illustrator .ai, .eps or .pdf).

Please supply a full color version of your logo and a black and white version. Fonts must be converted to outlines.

All logos are required by July 1, 2023. Please email your logo to Chelssee.Moreno@macombgov.org.



VOLUNTEER OPPORTUNITIES

Are you looking for team building opportunities or additional ways to give back to your community? Sprint and Splash at Lake St. Clair has a variety of volunteer opportunities available for those who don't want to compete, but still want to get involved!

Volunteers are needed on race day from approximately 7:30 AM until 11:30 AM and will receive a shirt, swag bag and complimentary breakfast for their service! For more information or to sign up to volunteer, please email Amanda.Minaudo@macombgov.org