



# THE PARKLANDS & **WLKY** 5K

Benefitting The Parklands of Floyds Fork

**JUNE 1, 2024**

## SPONSORSHIP OPPORTUNITIES

Sponsoring The Parklands 5K Walk & Run is a unique opportunity for your business to reach a wide audience and engage with event participants, park visitors and the community. By partnering with The Parklands for this event, you will help raise the funds necessary to operate and maintain this 4,000 acre park system. In addition to supporting a great cause, you will gain significant exposure for your business and get special benefits for your clients and employees.

	\$15,000 PRESENTER	\$10,000 STEWARD	\$5,000 SUPPORTER	\$1,000 SUSTAINER
Name/Logo on T-Shirts				
Recognition on printed marketing materials & in race packets				
Recognition on signage by start/finish line				
Registration for runners/walkers at the event	 Up to 30	 Up to 20	 Up to 15	 Up to 8
Name/Logo on signage throughout the course				
Included in WLKY Promotion Announcements				
Opportunity to set up info table at the event				
Opportunity to go on air for a Community Interview Segment on WLKY				
Name/Logo on <u>all</u> race signage				
Name/Logo on race bib				

### CUSTOMIZED & ADDITIONAL SPONSORSHIPS

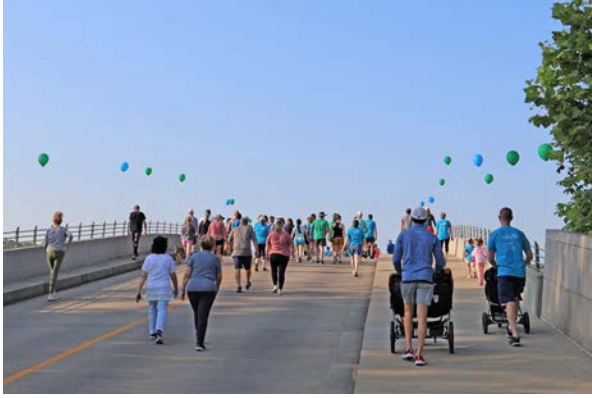
We offer customized and other additional sponsorship opportunities based on availability. Current open sponsorships include shirt, water station, finish line and snack sponsors. All customized and additional sponsors will be recognized at the coinciding sponsorship level.

### DONATED ITEMS

In addition to monetary sponsorships, donated items for prizes and runner support are greatly appreciated.



# THE PARKLANDS & WLKY® 5K 2023 RECAP



Thanks to your generous support, the 2023 Parklands & WLKY 5K on June 3, 2023, was a success! Nearly 900 community members participated to support this visitor and donor-supported park system. By supporting The Parklands & WLKY 5K, you helped keep The Parklands safe, clean, fun and beautiful for the entire community.

**Thank you again for your contribution!**

## RECOGNITION RECAP

The following numbers represent The audience reached during the 2023 event:

44,900+ total social media followers

22,520+ email contacts

24,000+ monthly website users

Nearly 900 community members reached on Saturday, June 3, 2023.



## THANK YOU TO THE GENEROUS SPONSORS OF THE 2023 PARKLANDS & WLKY 5K!

PRESENTED BY
