



Troy Recreation Department
 3179 Livernois, Troy, MI 48083
 248.524.3484
 frightful5k@troy.mi.gov
 rec.troy.mi.gov/frightful5k

2018 SPONSORSHIP LEVELS

PLATINUM PHANTOM	GOLDEN GOBLIN	SILVER SCARECROW	BRONZE BAT
\$1500 or more	\$750–\$1499	\$250–\$749	\$1–\$100/ IN-KIND
Premiere logo placement on race shirt	Logo placement on race shirt	Logo on race webpage	Logo on race webpage
Feature on race webpage	Logo on race webpage	Inclusion of promotion materials in goodie bags	Mention on social media
Inclusion of promotion materials in goodie bags	Inclusion of promotion materials in goodie bags	Mention on social media	Table at event
Feature on social media	Mention on social media	Table at event	Suggested In-Kind Donations:
Logo on promotional materials	Logo on promotional materials		<ul style="list-style-type: none"> • Granola bars • Water • Bananas • Gatorade/powerade • Bags for goodie bags
Public thank you at event	Three complimentary race registrations		
Five complimentary race registrations	Table at event		
Table at event			

SPONSORSHIP DEADLINES

FOR PLATINUM PHANTOM AND GOLDEN GOBLIN ONLY*

Friday, July 20

Placement on all promotional materials, plus Troy Recreation Guide, Troy Today, and race shirts

Friday, August 10

Placement on all promotional materials, race shirts, and Troy Today only

Friday, September 28

Placement on race shirts and any subsequent ads

*Silver Scarecrow and Bronze Bat have until Friday, October 19.





Sunday, October 28, 2018

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SPONSORSHIP APPLICATION

Thank you for your interest in the 2018 Frightful 5K. To enhance the experience for our participants, we are inviting organizations to sponsor this event. Based on your level of donation, you will have the opportunity to be involved in a range of promotional opportunities. Please refer to the 2018 Sponsorship Levels flier for more details. We look forward to working with you.

ORGANIZATION/COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL: _____

DESIRED SPONSORSHIP LEVEL (PLEASE CHECK ONE)

Platinum Phantom
\$1500 or more

Silver Scarecrow
\$250-\$749

Golden Goblin
\$750-\$1499

Bronze Bat
\$100/In-Kind

I understand that the 2018 Frightful 5K is a rain or shine event. By submitting my sponsorship application to the City of Troy Frightful 5K, I knowingly and willingly waive, release, hold harmless, indemnify and defend the City of Troy and its employees, officials, contractors, representatives and agents against any and all claims which may arise out of this event.

Authorized Signature: _____ Date: _____

Please complete this application and enclose a check for your desired sponsorship level to made out to City of Troy by your preferred deadline based on the attached sponsorship flyer. Send application and payment to: Troy Recreation Department, 3179 Livernois Rd., Troy, MI 48083. Please send a high resolution logo to frightful5k@troymi.gov. For any questions and comments, please contact us at 248.524.3484 or frightful5k@troymi.gov.