

Event Sponsorship Opportunity



2015 ADVANCED SPORTS CHIROPRACTIC RUNNERS' PENTATHLON (PRESENTED BY *GREATER PHILADELPHIA TRACK CLUB*)

Sunday, August 30th 2015, 8:30AM-1:00PM

Germantown Academy - Carey Stadium Fort Washington, PA 19034

Sanctioned by *USA Track & Field*

The Greater Philadelphia Track Club (GPTC) is proud to announce the *2015 Advanced Sports Chiropractic Runners' Pentathlon*. There is no other track event like it, and it has drawn attention from local and national sports media. It is the *only* event where men and women ages 14 and over compete directly against one another on a level playing field.

Instead of separate categories or awards for men, women, or age groups, athletes vie for points through a handicap system using World Masters Association's age and gender graded scoring. The winner is the one with the highest number of points, whether he or she is seventeen years old or seventy.

In the last few years this event has drawn male and female athletes from ten different states, ranging in age from 14 to 78. Participants in last year's pentathlon included Masters' national and world record holders and champions – but also welcomed runners of all abilities who wanted to test themselves in this unique format. It is by far the most talked about meet of the season. The buzz surrounding this event will cross all segments of the athletic community. **There is great potential for your organization's brand to be communicated through word of mouth, on-site visibility, and print, web, and social media.**

This Runners' Pentathlon is a challenging (but fun!) five-event competition that includes an equal mix of sprint and distance races, all run by each athlete, to determine the best all-around track runner. There is also a team competition run concurrently where three-person teams divide up the five events to determine the best all-around track team. Either way, this event will attract many of the best track athletes in the Mid-Atlantic region and beyond who will compete for cash awards. The top runner and top team will have their names engraved on the perpetual Champions' Trophies. In addition, all participants receive "*Still Alive After Five!*" certificates, title sponsor carry bags, and are eligible for random prizes. The attached entry forms provide event details.

By sponsoring this event in 2015 and beyond, you can position your organization in the public eye as one that promotes a healthy, active lifestyle for employees and customers alike.

[SPONSORSHIP OPTIONS LISTED ON REVERSE SIDE]

Four levels of sponsorship are available:

1. **Title Sponsor (\$750):** [*ADVANCED SPORTS CHIROPRACTIC is the 2015 Title Sponsor*]

- Exclusive naming rights for event (*Company Name Runners' Pentathlon*)
- Company name, logo, and website link on GPTC's website homepage
- Company name, logo, website link, and company profile on Runners' Pentathlon webpage and GPTC's Facebook page
- Exclusively provided the email addresses of all registered participants
- Exclusive mention in all press releases
- Company name & logo exclusively included on "Still Alive After Five!" Completion Certificate which all participants receive
- TWO complimentary Team or Individual Competition entries
- Naming rights for TWO Individual Competition races (3-9 Heats depending on race)
- Company name, logo, and company profile on meet info/entry form
- Visibility at the event*

2. **Gold (\$350):**

- Company name, logo, website link, and brief company profile on Runners' Pentathlon webpage and GPTC's Facebook page
- One complimentary Team or Individual Competition entry
- Naming rights for one Individual Competition race (3-9 Heats depending on race)
- Company name, logo, and brief company profile on meet info/entry form
- Visibility at the event*

3. **Silver (\$200):**

- Naming rights for one Team Competition race (1-3 Heats depending on race)
- Company name & logo on meet info/entry form
- Visibility at the event*

4. **Bronze (\$50):** Individual (non-business) supporting sponsor

***All Corporate Sponsors are invited to set up information tables/tents at the meet. Tables and chairs will be provided.**

All sponsors will be acknowledged in emails to meet participants and recognized on meet day.

Contact **Meet Director Kyle Mecklenborg** to discuss sponsorship options:
krmeck@verizon.net, 215-393-1382.

The Greater Philadelphia Track Club is a 501(c)(3) Charitable Nonprofit Organization.
Donations may be Tax Deductible. Check with your financial advisor.

www.greaterphiladelphiatc.com