



# LIGHT UP THE CORNERS



**Glow Run & Twilight Trot  
8.10.24**

**SPONSORSHIP  
OPPORTUNITIES**

# LIGHT UP THE CORNERS





# You are invited to join us for the 11<sup>th</sup> annual Light Up The Corners Glow Run

- Be a part of the most popular running event in Peachtree Corners and make a positive impact on your community!
- Light Up The Corners Glow Run & Twilight Trot is a much-loved and highly anticipated community event & fundraiser. This exciting event attracts over 1,600 runners, walkers, and volunteers of all ages. The goal of the event is to showcase our city, promote a strong sense of community pride, encourage physical fitness for all ages, and raise funds for the **Why It Matters** campaign at the Fowler Family YMCA. Through your sponsorship, you make a significant difference and lasting impact in the lives of children and families in our community.
- A sponsorship enables you to grow your business and increase name recognition through face-to-face engagement with the community. Our community takes note of what businesses give back and reciprocates.
- Thank you for investing in our kids, our health, and our neighbors!



# When, Where, Who, and Why

- **When:** August 10, 2024 7:00PM – 10:00PM
- **Where:** All races will start and end at **The Forum on Peachtree Parkway**
- **Who:** 1,600+ runners, walkers, sponsors, and volunteers
- **Why:** Light Up The Corners, Inc. is a 501c3 nonprofit organization run completely by volunteers in our community for the sole purpose of raising money for charitable organizations within our community. This mission cannot be realized without the support and partnership of the local business community. Monetary and in-kind donations serve as the backbone to this important fundraising event. Your tax-deductible contribution has a lasting effect on the health and strength of our community.



# Sponsor Benefits

	<b>Diamond \$5,000 (2)</b>	<b>Platinum \$2,500 (4)</b>	<b>Gold \$1,500 (6)</b>	<b>Silver \$1,000 (8)</b>	<b>Bronze \$500 (10)</b>
Complimentary race entries	15	10	6	4	2
Company Rep starts Twilight Trot or Glow Run	X				
Start/Finish line banner	X				
Peachtree Corners Magazine Publicity	X				
Choice of Booth Location at event	X	X			
Prime Logo Placement on Race T-shirt	X	X			
Framed Thank You Photo after Race	X	X			
Business spotlight on social media platforms (FB, Insta, X)	2	1			
More frequent DJ shoutouts during event	X	X	X		
Shoutout by sponsor level on social media platforms	X	X	X		
Social media shoutouts (X, Twitter, Instagram)	X	X	X	X	
Name/Logo on Race T-shirt	<b>Largest Logo</b>	<b>Large Logo</b>	<b>Logo</b>	<b>Logo</b>	
Sponsor level DJ shoutouts during event	X	X	X	X	X
Booth/Table at pre/post race party	X	X	X	X	X
Name on sponsor banner to hang at race HQ during event and Fowler Family YMCA post event	X	X	X	X	X
Name on email blasts to 3,000+ past and current race participants	X	X	X	X	X
Opportunity to provide sponsor materials in race bags	X	X	X	X	X
Name/Logo on <a href="http://lightupthecorners.com">lightupthecorners.com</a> and <a href="http://runsignup.com">runsignup.com</a>	X	X	X	X	X

In-kind Donations (food, supplies, services for all participants)

100% of proceeds are donated to the Why it Matters Campaign at the Fowler Family YMCA

# SPONSORSHIP FORM

**Please complete this form and mail along with donation (payable to Light Up The Corners) to:**

**Light Up The Corners, P.O. Box 922400, Peachtree Corners, GA 30010**

SPONSOR NAME \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_  
CONTACT EMAIL: \_\_\_\_\_  
WEB URL: \_\_\_\_\_  
Facebook \_\_\_\_\_  
Instagram \_\_\_\_\_ "X" \_\_\_\_\_

SPONSORSHIP LEVEL: (select one)

- \_\_\_\_\_ Diamond (\$5,000)
- \_\_\_\_\_ Platinum (\$2,500)
- \_\_\_\_\_ Gold (\$1,500)
- \_\_\_\_\_ Silver (\$1,000)
- \_\_\_\_\_ Bronze (\$500)

IN-KIND DONATION\* (food, drink, prizes) \_\_\_\_\_

\*We are anticipating at least 1,500 participants this year and ask that our in-kind donors plan accordingly.

LOGO: Please email vector or ai (~300 DPi) logo to: [amassey@runthecorners.com](mailto:amassey@runthecorners.com)

Do you plan to include promotional material for the race bags? \_\_\_\_\_ YES \_\_\_\_\_ NO

Do you plan to have a booth on August 10th? \_\_\_\_\_ YES \_\_\_\_\_ NO

If yes, please check what you need from us:

Tent \_\_\_ Table \_\_\_ Chair \_\_\_ Electric Outlet \_\_\_

**CONTRIBUTIONS ARE TAX-DEDUCTIBLE TO THE FULLEST EXTENT ALLOWED BY LAW.**

**If you have any questions, please contact Amy Massey at 404-683-5593 or [amassey@runthecorners.com](mailto:amassey@runthecorners.com)**