

# 2021 SPONSORSHIP BENEFITS



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SPONSORSHIP BENEFITS		Legacy Generation \$15,000	Greatest Generation \$10,000	Silent Generation \$5,000	Boomer Generation \$2,500	Generation X \$1,000	Millennial Generation \$500	Route Sign \$250	In Memory of... Sign \$100
<b>MARKETING &amp; PROMOTIONS</b>	<b>Commitment Due Date</b>								
Logo on registration form	7 / 1	X							
Pre-event table tops	7 / 1	X	X						
Radio acknowledgment	7 / 1	X	X	X					
Other community events	7 / 1	X	X	X					
Save the date	7 / 1	X	X	X					
Pre-advertising poster	7 / 1	X	X	X	X				
Team leader meeting recognition	7 / 1	X	X	X	X	X			
Event poster	7 / 1	X	X	X	X	X			
Logo on Miles For Memories website	8 / 15	X	X	X	X	Company Name	Company Name		
Inclusion of corporate logo & acknowledgment of company support on social media outlets on certain number of occasion	8 / 15	10	7	4	2	1	1		
Post electronic media	8 / 15	X	X	X	X	X	X	X	
<b>DAY OF THE EVENT</b>	<b>Commitment Due Date</b>								
Opening presentation	8 / 15	X							
Sponsor event area ( water, food, registration, start/finish line, stage, and more)	8 / 15	X	X	X					
Banner	8 / 15	X	X	X	X	X	X		
Logo / Name on event shirt	8 / 15	X	X	X	X	X			
Number T shirts	8 / 15	20	15	10	5	2	1		
Marketing table at registration	9 / 15	X	X	X	X	X	X	X	
Route signs with company logo	8 / 15	X	X	X	X	X	X	X	X

Checks should be made payable to: **BCCF/Miles For Memories**  
 Mail checks to: **4642 Capital Avenue SW, Battle Creek, MI 49015**

(Tax ID#: 38-2045459)

Recognition will be given at the point sponsors sign on.