

 whisper **RUNNING**
YOUTH TRAINING & EVENTS



2023 SPONSOR OPPORTUNITIES

Home of the 2023



LAKE TO BAY
RELAY

EVENT SPONSORSHIP

Thank you for considering a Lake to Bay partnership! Please take a moment to review the sponsorship options below. For team sponsorship, see the following page. If you have questions about the options, or if you opt for a custom sponsorship, please connect with Dave Caldwell at whisperrunning@comcast.net or 360-989- 0935.

| | SILVER | BRONZE | GOLD | CUSTOM |
|--|--------|------------|------------|--|
| | \$250 | \$1,000 | \$2,500 | |
| 10'x10" Expo booth at start and/or finish | | | | Have marketing ideas and want to collaborate? Let's connect! 360-989-0935 |
| Swag bag Insert | | | | |
| Hyperlinked logo on event webpage | | | | |
| Logo included in Race Booklet | | | | |
| Public address promo at finish | | | | |
| Shout-outs on social media, emails, and at event Start & Finish areas. | | | | |
| Company name & logo on event T-shirts (see page 3) | | | | |
| \$200 sponsorship goes toward sponsoring high school teams | | 2 HS Teams | 5 HS Teams | |
| Exchange sponsor (see page 4) | | | 1 Exch. | |
| Archway Signage (see page 5) | | | 1 per leg | |
| Speak at event prior to award ceremony | | | | |

*Silver sponsors receive 10% off Lake to Bay company registration.
 Bronze sponsors receive 20% off Lake to Bay company registration.
 Gold sponsors receive 50% off Lake to Bay company registration.*

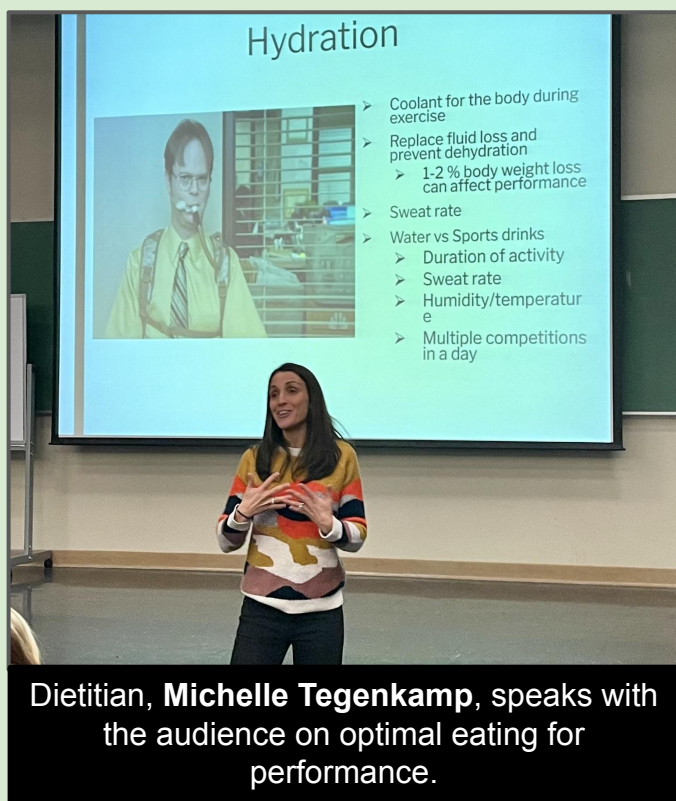


TEAM/CLUB SPONSORSHIP

In addition to events, Whisper provides training and education seminars in an effort to develop the complete student-athlete. Seminars are free and open to the public. Ways to partner with Whisper that support the program include:

- Winter Training T-Shirt Sponsor (see page 3), \$500
- Summer Training T-Shirt Sponsor (see page 3), \$500
- Education Seminar Sponsor (see page 6), \$500

Sponsorships include acknowledgement on emails and social media posts. T-shirt sponsor logos are placed on the sleeve or back of the training shirts. If this is something your company would like to support, please connect with Dave Caldwell at whisperrunning@comcast.net or 360-989-0935.



Dietitian, **Michelle Tegenkamp**, speaks with the audience on optimal eating for performance.



Whisper Running being repped by Rain City Flyer runner, Sonya Carter. Note sponsor logos on right sleeve.



SPONSOR T-SHIRT PRESENCE

One of the best ways for continued presence in the community once an event has passed is by having your business logo placed on an event or training t-shirt.

*Strategically placed
logo for maximum
exposure.*



EXCHANGE SPONSOR

With your company logo placed on one (or more) of the Lake to Bay Relay exchange boards, exchanges become more than a number, they become custom, and over the years, those areas become known by your companies sponsorship.
Example: "Generation Homes Exchange #14"

**NUMBER TEMPLATE
EXCHANGE 1-14**



**SPONSOR CARD
12 IN X 18 IN**



ARCHWAY SIGNAGE

Capturing the last strides of a race or a group photo beneath the archway is a great way for your company logo to be in every finishers album. Sponsor logos are placed along the vertical leg(s) on either side of the Start/Finish archway.



EDUCATION SEMINARS

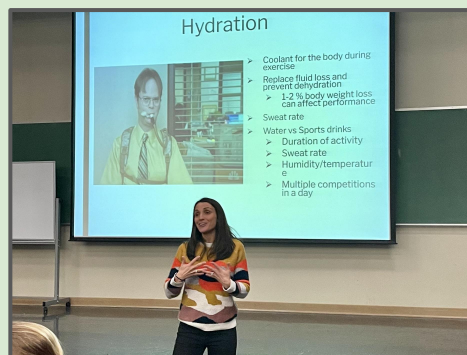
Whisper Running hosts three free public seminars each winter. Past topics have included:

- Sports Medicine
- Nutrition
- Sleep & Mental Health
- Social Media Influence
- Education Consulting
- Professional Runners
- College Coaches

Your company logo will be placed on the title slide at each seminar. Below is an example of the title slide (first slide in the presentation) in Alexa Efraimson's seminar, which focused on sustaining confidence throughout her 8-year professional career with Nike.



Alexa Efraimson (center back) stands for a photo with a handful of attendees following a wonderful presentation.



Dietitian, **Michelle Tegenkamp**, speaks with the audience on optimal eating for performance.

Sustaining Confidence in Running

Alexa Efraimson
Whisper Running
February 18, 2023

SEMINAR SPONSORED BY:



GENERATION HOMES
NORTHWEST



FLEET FEET





NIKE CROSS NATION







Thank you!