Early Bird Special

Deadline March 15, 2021

The American Foundation for Suicide Prevention's National Capital Area Chapter (AFSP-NCAC) has partnered with Run the Greenway (RTG) to strengthen the impact of our mission to save lives and bring hope to those affected by suicide. Run the Greenway has generously offered to provide the following benefits to any sponsor of our 2021 AFSP-NCAC Out of the Darkness Walks (Washington D.C., Fairfax, Loudoun, Manassas) that commits before March 15, 2021.

Your Run The Greenway Brand-Awareness Opportunities:

Primary RTG Benefits

Below is a list of the 6 primary RTG sponsor levels & benefits offered to AFSP-NCAC Out of the Darkness (OOTD) Early Bird Sponsors. Please note, not all of the RTG sponsor levels perfectly align with the levels listed on the AFSP-NCAC OOTD Walks' Sponsor Agreement—and that's okay! If you commit to sponsor an AFSP-NCAC OOTD Walk by 3/15/21 at any of the offered RTG monetary levels, you will simply receive all the below RTG `benefits **in addition** to the benefits associated with the nearest AFSP-NCAC OOTD sponsor level that does not exceed the RTG sponsor level.

	Presenting $10,000	Platinum $7,500	Diamond $5,000	Gold $3,000	Silver $1,500	Bronze $500
Announced at Event	✓	✓	✓	✓	✓	✓
Listed on Website	Logo	Logo	Logo	Logo	Logo	Name as Text
Social Media Post	✓	✓	✓	✓	✓	
Listed Sponsor Banner	Logo	Logo	Logo	Logo	Name as Text	
Event T-Shirt	Logo	Logo	Logo	Name as Text		
Logo at Mile Marker	✓	✓	✓			
Logo Corp. Banner(s)	2	1	1			
Logo on Race Bib	✓	✓				
Finish Structure	Logo					
Complimentary Entries to the Race	10	8	6	4	3	2
Opportunity for Sponsor-dedicated E-blast to All Participants	✓	✓	✓	✓		
Kids Medal	Logo					

Additional Opportunities on Page 2

Early Bird Special Opportunities
Continued

Activation RTG Benefits ***Limited Availability***

Race Photography Sponsor: $2,500 ***Exclusive***
Free digital photos will be available for each runner to download after the event. These images will have a non-obstructing watermark showing the event logo and your logo. Your logo will appear on event website and sponsor banner, you will receive a dedicated social media post, and your name text will appear on race t-shirt.

Water Station Sponsor: $2,000 (2 offered)
Opportunity to distribute water and cheer-on participants at the water station. Your logo will also be displayed at the water station (estimate 1,000 participants). Your logo will appear on event website and sponsor banner, you will receive a dedicated social media post, and your name text will appear on race t-shirt.

Mile Marker Sponsor: $1,500 (8 offered)
The 5K marker, 10K marker, and each mile marker will have a 10' feather flag. You are welcome to indicate your preferred location(s) or have RTG choose the location of your flag for you. RTG Presenting, Platinum, and Diamond sponsors will have their logo placed at one of these locations as part of their primary sponsorship.

Add-on Special: If you commit at the RTG Bronze, Silver, or Gold sponsor levels, you may also become a Mile-Marker Sponsor by simply adding $500 to your sponsor package.

To Receive RTG Sponsor Benefits:

Complete & Return AFSP-NCAC OOTD Sponsor Agreement by March 15, 2021

- If you are mailing a hard copy of your agreement to AFSP-NCAC's PO Box, please also email eshannon@afsp.org an electronic copy along with your logo by March 15, 2021.
- If you would like to sponsor at an RTG level not listed on the OOTD Sponsor Agreement, please just select "Other Gift Amount" and write in your sponsorship's dollar amount.

Questions? Contact AFSP-NCAC Area Director Ellen Shannon at eshannon@afsp.org

More Info:

- Visit Run the Greenway's website at runsignup.com/Race/VA/Dulles/RunTheGreenway
- Visit the AFSP-NCAC's website at afsp.org/NCAC (OOTD Walk websites listed in "*Events")*

Run the Greenway is a third-party event not managed by the AFSP or the AFSP National Capital Area Chapter. If for any reason Run the Greenway is unable to deliver any benefit listed in this *Early Bird Special* packet, the AFSP-NCAC will work with the sponsor to ensure they receive brand-awareness opportunities of equal value through the AFSP-NCAC. By completing any AFSP-NCAC Out of the Darkness Sponsor Agreement (D.C., Fairfax, Loudon, Manassas), the sponsor agrees these terms and conditions.

American Foundation for Suicide Prevention | OUT OF THE DARKNESS Community Walks | RUN THE GREENWAY