



3RD ANNUAL
BROOKSHIRE'S + SUPER 1 FOODS

HEROES RUN

13.1 | 5K | 1K **OCTOBER 27, 2018**



LOCAL SPONSORSHIP PACKAGES



Brookshire's Super**1** Foods®

BGC RACING

LOCAL SPONSORSHIP PACKAGES OCTOBER 27, 2018

SWAG BAG

Cost: \$250

Runners love swag! Promote your company or brand and include a freebie or coupon in our swag bag. All items must be received by 10/9/18.

MILE SPONSORSHIPS (LIMIT 16)

Cost: \$300

Support runners on the route and "own" a mile! You receive branded signage on your mile of choice with logo listed on our website and included in race handbook.

RACE DAY BOOTH

Cost: \$500

Create awareness for your brand by hosting a 10x10 booth at our post-race party, located inside the Shreveport Convention Center. All race day vendors may include a coupon or item in our swag bag. Booths include a table and two chairs.

OFFICIAL LEADOUT VEHICLE SPONSOR

Cost: \$5,000

This sponsorship includes 2 vehicles parked inside the Convention Center for the post-race party and the lead vehicle for the course driven by our course marshal. This also includes facebook shoutouts, the ability to include materials in the swag bag, company logo on our website, logo on finisher gear, company logo on finish line signage, 10 x 10 booth at our post-race party and 3 race entries.

OFFICIAL MEDICAL PARTNER

Cost: \$5,000

- Branded Official Medical Partner
- Mentioned on Facebook, Instagram, press releases and TV/radio spots
- 10x10 booth at the finish line and on the race route
- 10x10 booth at the post-race expo
- 5 race entries
- Logo on website and volunteer shirt
- Logo on start/finish line
- Ability to include coupons or advertisements in runner packets

HOSPITALITY SPONSOR

Cost: \$7,500

- Branded Official Hospitality Partner
- Mentioned on Facebook, Instagram and press releases
- Ad on Back Cover of Race Handbook
- Mile Sponsorship
- 5 race entries
- Signage at event
- Vendor booth at post-race party
- Logo on website and volunteer shirt
- Ability to include coupons or advertisements in runner packets

RACE HANDBOOK

- Promote your business or event in our race handbook with a full-color ad!
- The race handbook will be distributed to all Half-Marathon, 5K and Kids' 1K participants (estimated 3,000). They will receive it with their bib and chip timer at packet pickup. Handbooks will also be given out to spectators and volunteers.
- Please provide a high-resolution, print-ready PDF of your ad, or we can create an ad for you with your logo and message. You may include coupons and information about your service, event, etc.

Cost:

- Inside Front Cover: \$2,000
- Back Cover: \$2,000
- Full Page: \$1,500
- Half Page: \$750
- Quarter Page: \$500
- Business/organization listing: \$150

BROOKSHIRE GROCERY CO. CONTACTS:

Brittany Sherman-Harper
brittanysherman-harper@brookshires.com
(903) 534-3161

Rachael Profili
rachaelprofili@brookshires.com
(903) 534-2176

Ashleigh Endicott
ashleighendicott@brookshires.com
(903) 534-3231

Thank you for helping us support our local heroes!
Since its inception in 2016, Heroes Run has raised over \$100,000!