

WE'RE GOING VIRTUAL!



The BFD 10K will be going virtual! In efforts to keep our runners and supporters safe and healthy, we are going to be hosting this year's race as a virtual road race. Run or walk the distance of your choice, from the location of your choice anytime during the weekend of October 16th-18th. We will miss being in person, but we look forward to seeing your running route!

Make sure to share your run with us (and your post-run celebration, too) on social media and post your photos in our Facebook event group!

OCTOBER 16-18

ANYWHERE. ANY TIME.

SPONSORSHIP OPPORTUNITIES

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PRESENTING SPONSOR

\$10,000

- ▶ Event naming rights (*Boston Firefighters Local 718 10K Presented by:*)
- ▶ Inclusion on all marketing materials (*Sponsorship package, email blasts, posters, etc.*)
- ▶ Recognition as Presenting Sponsor in all official press releases
- ▶ Recognition as Presenting Sponsor on event website
- ▶ Recognition as Presenting Sponsor and linked on social media (*Facebook, Instagram, Twitter*)
- ▶ Recognition as Presenting Sponsor during all speaking programs
- ▶ Recognition as Presenting Sponsor on all paid advertisements
- ▶ Thirty (30) runner registration spots
- ▶ Opportunity to take over the Boston Fire Department social media accounts for one day
- ▶ Opportunity to include one branded item in runner gift bags
- ▶ Opportunity to share three (3) marketing posts or videos in the Facebook event group
- ▶ Company logo included in our virtual Finish Line Banner
- ▶ Company logo included on virtual bib sent to all runners
- ▶ Company logo included in photo banner to be included on all virtual race photos collected

GOLD SPONSOR

\$5,000

- ▶ Inclusion on all marketing materials (*Sponsorship package, email blasts, etc.*)
- ▶ Recognition in all official press releases
- ▶ Logo and link on event website
- ▶ Logo and link on social media (*Facebook, Instagram, Twitter*)
- ▶ Recognition during all speaking programs
- ▶ Twenty-Five (25) runner registration spots
- ▶ Opportunity to include one branded item in runner gift bags
- ▶ Opportunity to share two (2) marketing posts or videos in the Facebook event group
- ▶ Company logo included in our virtual Finish Line Banner
- ▶ Company logo included on virtual bib sent to all runners
- ▶ Company logo included in photo banner to be included on all virtual race photos collected

SILVER SPONSOR

\$2,500

- ▶ Inclusion on all marketing materials
- ▶ Recognition in one (1) official press releases
- ▶ Logo and link on event website
- ▶ Logo and link on social media (*Facebook, Instagram, Twitter*)
- ▶ Recognition during speaking program
- ▶ Twenty (20) runner registration spots
- ▶ Opportunity to include one (1) marketing post or video in the Facebook event group
- ▶ Company logo included in our virtual Finish Line Banner
- ▶ Company logo included on virtual bib sent to all runners
- ▶ Company logo included in photo banner to be included on all virtual race photos collected

BRONZE SPONSOR

\$1,000

- ▶ Recognition in one (1) official press release
- ▶ Logo and link on event website
- ▶ Logo and link on social media (*Facebook, Instagram, Twitter*)
- ▶ Recognition during speaking program
- ▶ Ten (10) runner registration spots
- ▶ Company logo included in our virtual Finish Line Banner
- ▶ Company logo included on virtual bib sent to all runners
- ▶ Company logo included in photo banner to be included on all virtual race photos collected

WATER STOP SPONSOR

\$500

- ▶ Three (3) branded posts throughout the weekend of the event in the Facebook event group recognizing your company as the official “Water Stop Sponsor”
- ▶ Logo and link on social media (*Facebook, Instagram, Twitter*)
- ▶ Logo and link on event website
- ▶ Company logo included in our virtual Finish Line Banner

START/FINISH LINE SPONSOR

\$250

- ▶ Logo and link on event website
- ▶ Logo and link on social media (*Facebook, Instagram, Twitter*)
- ▶ Company logo included in our virtual Finish Line Banner



FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

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