



West Seattle 5K - Sunday, May 19, 2024

www.westseattle5K.com

West Seattle High School and the PTSA are excited to announce the 2024 West Seattle 5K. All profits raised from the West Seattle 5K will provide funding for West Seattle High School to provide classroom tools, books, supplies, and much more to its students and teachers. The West Seattle High School PTSA is a 501c non-profit whose mission is to encourage its students' potential.

Thousands of runners and spectators from all corners of the Puget Sound and beyond have participated in this 5K over the previous 13+ years. Participants are drawn to the event by the family fun, the gorgeous scenery, a flat course, and all the amenities that Alki Beach has to offer.

The West Seattle 5K website (www.westseattle5K.com) is live and we hope to include your company name in our marketing of the event. We are now working quickly to create our posters, flyers, rack cards, and race shirts with our sponsors' names. The attached page outlines sponsorship levels and benefits. We hope to confirm your participation in this year's list of sponsors by the end of February.

For more information or to secure event sponsorship, please contact Kelley O'Connor or Athena Frederick at sponsorwshs5k@gmail.com or 425-894-8641.

We are looking forward to building on our past successes and making this year's event even bigger and better.

Thank you for supporting West Seattle High School through its annual fundraiser, the West Seattle 5K.

Sincerely,

Kelley O'Connor, Athena Frederick, & Amy Huey, Race Directors, West Seattle 5K Run/Walk

2024 SPONSORSHIP PACKAGES

\$2000 Level

Premier Sponsorship, On-Site Presence and Most Prominent Marketing Placement

Event organizers will work with your organization to ensure a strong on-site presence at the event, including but not limited to:

- 10' x 10' booth space on-site on Race Day
- Opportunity to hang up to 1 (one) banner (banners to be provided by your organization and not to exceed 3' x 8' in size)
- Small sponsor banner or logo displayed on the podium
- 4 Complimentary registrations
- Logo on additional promotional announcements through social media, West Seattle blog, newsletters, etc.
- You will also receive the most prominent logo placement on all marketing materials, plus all of the benefits provided at the \$1,000, \$500, and \$250 levels
- Logo on the race bib for 1000+ runners.

\$1500 Level

Premier Sponsorship, On-Site Presence

Event organizers will work with your organization to ensure a strong on-site presence at the event, including but not limited to:

- 10' x 10' booth space on-site on Race Day
- Logo on additional promotional announcements through social media, West Seattle blog, newsletters, etc.
- You will also receive the most prominent logo placement on all marketing materials, plus all of the benefits provided at the \$1,000, \$500, and \$250 levels

\$1,000 Level

On-Site Presence and Marketing Collateral

- Public address, announcement, and promotion of your organization during the event
- Prominent logo placement on (250) Event Posters distributed throughout West Seattle and the greater Seattle area
- You will also receive the prominent logo placement on all marketing materials, plus all of the benefits provided at the \$500, and \$250 levels

\$500 Level

Event Marketing Placement, Event Participant Bags, and Race Shirt Logo

- Your company will have the opportunity to include two (2) marketing materials, literature or promotional items (not to exceed 8-1/2" x 11") in an estimated 1,000 participant bags

- Logo placement on (250) Event Posters distributed throughout West Seattle and the greater Seattle area
- Prominent logo placement on an estimated 1000 event participant race shirts (please provide your logo in a single-color, high-resolution .eps format)
- You will also receive the benefits provided at the \$250 level

\$250 Level

Event Website

- Your logo and live link to your company website on the event website: www.WestSeattle5K.com & social media.
- Your company name on an estimated 1,000 race t-shirts

\$100 Level

Event Website

- Your logo and live link to your company website on the event website: www.WestSeattle5K.com & social media.