



Thank you for supporting the Northdale community with your sponsorship pledge to the 2021 Pumpkin Run! On behalf of the Northdale Civic Association serving over 2,600 homes and the Bob Sierra YMCA serving over 14,000 membership units, we welcome you to this exciting family event! Through events such as the Pumpkin Run, we are helping to strengthen our community and support our local businesses.

Here are a few things you will want to know about race day!

- All sponsors interested in setting up tables should arrive at **6:15am for set up**. This ensures greatest exposure while runners are showing up to pick up their race packets and mingle around the vendors.
- Please bring all items needed to promote your business. This race attracts a lot of families with children. It's always great to have some games or fun things to engage the kids. I always say the vendor with a table full of flyers is not the best advertisement. Suggestion: Pick up some kid friendly items to draw attention to YOU!
- **If you have a table, please bring it.** We have a limited supply of tables. If you are unable to bring a table, please contact us.
- Race location is 4015 Ragg Rd. YMCA Youth and Family Center.
- Race event wraps up at 10am.

If you have any questions, please contact Gerald Johnson at [gerald\\_johnson@hotmail.com](mailto:gerald_johnson@hotmail.com) or Michelle Sussman at [msussman@tampaymca.org](mailto:msussman@tampaymca.org)

Once again, we thank you for your support and look forward to great event!

# **BECOME A 2021 PUMPKIN RUN SPONSOR**

**Promote your business and support the local community!**

## **PLATINUM SPONSOR LEVEL (\$2,500)**

- Sponsor recognition as overall **RACE SPONSOR** (on a first come, first served basis).
- Sponsor recognition/business logo on race flyers (5,000+). \*
- 2 Full Page Color Ads in Northdale Newsletter & a web ad with a link for 1 year on [www.Northdale.org](http://www.Northdale.org) to your business website.  
**(Value of Newsletter Ad & website link is approx. \$750).**
- Social Media Marketing Opportunity: Sponsor recognition in NCA's & Y's websites & Facebook sites.
- Sponsor recognition/business logo on *Race Results Page* on Y's website.
- Business logo *Centered/Larger font* on race T-shirts (500 shirts) \*
- Display information table and opportunity for Sponsor to display his/her business banner(s) at the Y's Youth & Family Center property on race day.
- Display table and opportunity to include full page color ad in Calendar of Events at two Northdale OWLS meetings  
**(300+ members in attendance/\$600 value).**
- Sponsor recognition/business logo as "Race Sponsor" on event day "Thank You" banner (provided by NCA & Y).
- Your company banner will remain displayed on the Y property until Nov 15th (Y branch serves 14,000 members. This is great exposure for your business)
- Five Race Entries & Race T-shirts **(\$150 Value).**
- Special Acknowledgment Announcement on event day.

## **GOLD SPONSOR LEVEL (\$1,000)**

- Recognition as GOLD Sponsor on event day
- Sponsor recognition/business logo on event flyers (5,000+). \*
- Sponsor recognition/business logo on race T-shirts (500 shirts).
- Two Half Page Color Ads in Northdale Newsletter **(\$350 Value).**
- Display information table and opportunity for Sponsor to display his/her business banner (2 banners) at the Y's Youth & Family Center property on race day.
- Display table at two Northdale OWLS meetings  
**(300+ members in attendance/\$200 value).**
- Your company banner will remain displayed on the Y property until Nov 15th (Y branch serves 14,000 members. This is great exposure for your business)
- Four Race Entries & Race T-shirts **(\$120 Value).**
- Special Acknowledgment Announcement on event day.

## **SILVER SPONSOR LEVEL (\$750)**

- Sponsor recognition/business logo on race T-shirts (500 shirts) \*
- Display information table and opportunity for Sponsor to display his/her business banner at their display table.
- Display table at one Northdale OWLS meeting  
**(300+ members in attendance/\$100 value).**
- Sponsor recognition on event day "Thank You" banner (this banner provided by NCA & the YMCA). \*
- Your company banner will remain displayed on the Y property until Nov 15th (Y branch serves 14,000 members. This is great exposure for your business)
- Three Race Entries & Race T-shirts **(\$90 Value)**
- Two 1/4 Page Color Ads in Northdale Newsletter **(\$200 Value).**
- Special Acknowledgment Announcement on event day.

## **PEWTER SPONSOR LEVEL (\$500)**

- Sponsor recognition/business logo on race T-shirts (500 shirts). \*
- Display information table and opportunity for Sponsor to display his/her business banner at display table.
- Sponsor recognition on event day "Thank You" banner (this banner provided by NCA & the YMCA). \*
- Your company banner will remain displayed on the Y property until Nov 15th (Y branch serves 14,000 members. This is great exposure for your business).
- Two Race Entries & Race T-shirts **(\$70 Value).**
- Two Business Card Color Ads in Northdale Newsletter **(\$100 Value).**
- Special Acknowledgment Announcement on event day.

## **COMMUNITY SPONSOR LEVEL (\$250)**

- Sponsor recognition/business logo on race T-shirts (500 shirts) \*
- Display information table and opportunity for Sponsor to display his/her business banner at display table.
- Sponsor recognition on event day "Thank You" banner (this banner provided by NCA & the YMCA). \*
- Your company banner will remain displayed on the Y property until Nov 15th (Y branch serves 14,000 members. This is great exposure for your business)
- Two complimentary Race T-shirts.
- Special Acknowledgment Announcement on event day.

**All Sponsors have the opportunity to include marketing/advertising material in runners' race bags.**

**Contact Gerald Johnson (Race Coordinator) with Sponsor Questions: [gerald\\_johnson@hotmail.com](mailto:gerald_johnson@hotmail.com)**

**Make checks payable to NCA Pumpkin Run  
3853 Northdale Blvd. #374 Tampa, FL 33624  
Or Contact Us for Credit Card Payments**

**Race participants register online at [www.active.com](http://www.active.com)**



\* Sponsors must provide business logo no later than SEP 17, 2021 to be included on Race Event Fliers and by October 1, 2021 to ensure inclusion in other marketing opportunities noted above.

19<sup>th</sup> Annual Northdale Pumpkin Run  
Saturday October 30, 2021

## **SPONSOR COMMITMENT CONTRACT**

1. Complete this form
2. Make a copy for your records
3. Return this form with payment to:  
NCA-Pumpkin Run  
3853 Northdale Blvd. Box #374  
Tampa, FL 33624

\*Please make checks payable to: **NCA- Pumpkin Run.** Contact Bill Castens for Credit Card or PayPal payment: **bcastens@verizon.net**

Sponsor Name: \_\_\_\_\_  
Organization Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please indicate your level of committed sponsorship:

\_\_ \$2500 Platinum \_\_ \$1000 Gold \_\_ \$750 Silver \_\_ Pewter \$500 \_\_ \$250 Community

Signature of Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

- I will have a display table on race day Y\_\_N\_\_  
 I plan on attending the event Y\_\_N\_\_  
 I will include marketing material/items in runners' race packets Y\_\_N\_\_  
 Indicate t-shirt size request XXL \_\_\_ XL\_\_\_ L \_\_\_ M \_\_\_ S \_\_\_

Sponsors Logos for T-Shirt should be sent as either **ESP "preferred" and Vector files.**  
**Please send all logos to Gerald Johnson at gerald\_johnson@hotmail.com NO LATER THAN OCTOBER 1, 2021.**

### **Newsletter Ads need to be high resolution Jpeg or PDF files**

Business Card Ad Format: **3 ½ x 2 inches**  
Quarter Page Ad Format: 3 ½ x 4 ¾ inches  
Half Page Ad Format: 7 ½ x 4 ¾ inches (Landscape)  
Full Page Ad Format: 7 ½ x 10 inches