



2023 SPONSORSHIP PACKAGES 11th ANNUAL EVENT

On September 17, 2023, we are hosting our annual “Jog in the Fog” 5K fun run/walk in the neighborhood and are seeking sponsors for the event. Net proceeds from the event will support the important work the Richmond District YMCA is doing in the areas of Youth Development, Healthy Living, and Social Responsibility during these challenging times.

Presenting Sponsor \$7,500 1 available

The Presenting sponsor receives event title placement as “{Sponsor} presents The Richmond District Jog in the Fog” on:

- Your company’s logo on 800 race t-shirts (main logo)
- 20 race entries
- Marketing benefits:
 - Race website <https://www.joginthefog.com/> and email communications to race registrants
 - Mention on Jog in the Fog Facebook and Twitter pages
 - Your company’s logo on printed promotional materials
 - Inclusion in all articles about the race on richmondsfblog.com (20,000 readers/month)
 - YMCA of San Francisco publicity: website, email (53,355 people on mailing list with about 20,000 unique opens), Facebook (22,711 followers), Twitter (10,998 followers), Instagram (13,383 followers)
 - Your company’s logo on the finish line banner and highlighted as a sponsor of the finish line festivities
 - Tabling opportunity at the finish line on Sunday, 9/17/23 from 7:30am-12:00pm

T-Shirt Sponsor \$5,000 1 available

The T-Shirt Sponsor will host t-shirt pick up for Jog in The Fog participants

- Your company’s logo on 800 race t-shirts (large logo)
- 15 race entries
- Marketing benefits: (see above)

Finish Line Ceremony Sponsor \$2,500 1 available

The Finish Line Ceremony Sponsor will host the end of race event at Land’s End

- Your company’s logo on 800 race t-shirts (large logo)
- 10 race entries
- Marketing benefits: (see above)

Elite Sponsor \$1,000 5 available

- Your company’s logo on 800 race t-shirts (small logo)
- 4 race entries
- Marketing benefits: (see above)

Junior Sponsor \$500 10 available

- 2 race entries
- Marketing benefits: (see above)

Mile Rock Sponsor 1 available (can be added to any package above)

Provide an all-ages prize that up to 300 participants can pick up at the finish line after completing the bonus portion of the course on the Mile Rock stairs at Land's End. Sponsor signage will be placed near the challenge point.

Finish Line Event Tabling Fee \$250

- Tabling opportunity at the finish line on Sunday, 9/17/23 from 7:30am-12:00pm