



Sponsorship Opportunities





About Back the Blue

Back The Blue 5K is a community building event hosted by current, and retired law enforcement, their families, and supporters. Our mission is to function as a host for civil engagement and to bring communities together in support of their local law enforcement agency or group.

We are a for-profit entity that has formed strategic partnerships with major police organizations, media companies, and business owners. We firmly believe in strong business relationships to further each individual agency mission of being more engaged with their residents.

In doing so, Back The Blue 5K offers the opportunity for local businesses to partner with them during this incredible event. 50% of local sponsorship money, before expenses, goes directly to the partnering agency, and the other 50% is used to cover operating costs of hosting the local event.

Your support is instrumental. We appreciate your consideration of sponsoring your local Back The Blue 5K.



About Isabella County Sheriff's Office

The Isabella County Sheriff's Office continually strives to improve the services they offer, to be innovative and proactive in reducing crime and to strengthen their ties to the citizens they serve.



Their success is credited solely to the men and women of the Isabella County Sheriff's Office and their endless devotion to the organization. They will continue to strive to enhance the quality of life in Isabella County by providing the highest quality of service through honor, professionalism, compassion and accountability.

They also love the communities they serve and they would like to invite you to join them at the inaugural Back the Blue 5K on October 13 at Shepherd Public Schools Athletic Complex. The day will include a 5K run/walk and a one mile fun run. Money raised from the event will go to the Isabella County Car Seat Program.

We hope you will join us by sponsoring, registering or donating to such a worthy organization. If you have any questions at all, please reach out to us.

SPONSORSHIP BENEFITS	OFFICER \$250	SERGEANT \$500	LIEUTENANT \$750	CAPTAIN \$1,000	CHIEF \$2,500
RACE PROGRAM RECOGNITION	NAME	NAME	LOGO	LOGO	LOGO
RECOGNITION ON BTB5K EVENT PAGE	NAME	NAME	LOGO	LOGO W/ LINK	LOGO W/ LINK
NAME RECOGNITION FROM STAGE	●	●	●	●	●
PROMOTIONAL ITEM/FLYER IN RACE REGISTRATION BAG		●	●	●	●
COMPLIMENTARY RACE ENTRIES		1	1	2	4
TABLE IN VENDOR AREA			●	●	
COMPANY HIGHLIGHTS ON BTB5K FACEBOOK PAGE			●	●	●
YARD SIGN NEAR STAGE WITH COMPANY LOGO			●	●	●
DISPLAY COMPANY BANNER AT RACE SITE (YOU PROVIDE)				●	●
10X10 POP-UP TENT IN VENDOR AREA					●
OPPPORTUNITY TO SPEAK ON STAGE DURING EVENT					●
OPPORTUNITY TO HAVE ONE ON-SITE EVENT NAMED AFTER THEM					●
LOGO ON RACE START/FINISH BANNER					●



Additional Sponsorship Opportunities

Race Sponsor - \$5,000 (2 available)

In addition to Captain level benefits, sponsor will also receive the following:

- Product/service exclusivity. No other company in the same industry category will be permitted to sponsor the event unless it's a specific sponsorship such as bananas, water bottles, etc.
- Company logo with link and description on Back the Blue 5k website
 - 6 additional complimentary race registrations
 - Complimentary race package for employees (limits may apply)

Vendor/Tent Pavilion Sponsor - \$2,000 (1 available)

- Sole naming rights to the vendor/tent pavilion area
- One 10x20 pop-up tent with company, individual, or team name banner
- Company logo on all race promotional materials including flyers, brochures, etc.
 - Four complimentary race registrations

Packet Pickup Sponsor - \$500 (1 available)

- Packet pickup can be at your location the day before the race
 - Can place on promotional item in registration bags
 - Logo on main sponsor banner at race

Water Station Sponsor - \$350 (1 available)

- Company will be able to send volunteers to race to hand out water at designated water station
 - Can place one promotional item in registration bags



Local Sponsorship Opportunities

Yard Sign Sponsor- \$250 (Unlimited available)

- We will place a yard sign along the race course for runners to see
 - Logo on main sponsor banner

Banner Sponsor - \$150 (Unlimited available)

- One company banner hung along race course or at the start/finish line (Sponsor provided)

Vendor Sponsor I - \$150 *(Unlimited available)

- One table for company to hand out promotional material at race
 - One BTB5K race t-shirt
- One promotional item can be placed in every registration bag (preferred cardstock style postcards—no water)

Vendor Sponsor II - \$75* (Unlimited available)

- One table for company to hand out promotional material at race

Vendor Bag Marketing - \$50 (Unlimited available)

- One promotional item can be placed in every registration bag (preferred cardstock style postcards—no water)

*ADDITIONAL OPPORTUNITY: EXCLUSIVE OPTION FOR \$350 WHERE YOU WILL BE THE ONLY VENDOR IN THIS CATEGORY

Want to sponsor an event, but none of the specified sponsorships work for you? We would be happy to customize a sponsorship for you.



In-kind Sponsorship Opportunities

In addition to cash sponsorships, there are also in-kind sponsorships available. Any in-kind sponsorships will be valued by the sponsor and the benefits will correspond with the corresponding sponsorship level. Items we need donated or as an in-kind sponsorship include:

- Bottled Water
- Lunch—packet pick-up the day before the race and on race day
 - Bananas
 - Photography
- 20x20 or 20x30 tent
 - Tables
 - Chairs
- Printing Services
 - T-shirts
- Hotel Room Nights
- Timing Services
- Gatorade/Soda
- Event Insurance
 - Awards
 - Shipping
- Portable Toilets



Contact Us

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