



65TH ANNUAL FONTANA DAYS



JUNE 6, 2020



2020 FONTANA DAYS RUN

City of Fontana Community Services Department
16860 Valencia Avenue | Fontana, CA 92335
(909) 349-6900 | Events@Fontana.org

Fontana.org | FontanaDaysRun.org



**BECOME
A SPONSOR.
GET INVOLVED.
BE RECOGNIZED.**

DID YOU KNOW...

Over the past 60 years, the Fontana Days Run has become a staple within the City of Fontana community and has grown into one of the largest races in the Inland Empire. The race attracts 2,100 runners from all 50 states and across the globe from countries such as Canada, Mexico and Germany. Winding 13.1 miles, the Fontana Days Half Marathon begins at an elevation of 3,400 feet and drops nearly 2,200 feet to the finish line in front of the Fontana City Hall.

In addition to the Half Marathon, there is a 5K Run, 5K Family Fitness Walk, 5K Race Walk and a Children's Half Mile Dash.

Our Sponsors Become Our Partners.

The Fontana Days Run sponsorship packages offer a powerful opportunity to expand your company's product and/or services awareness. Our sponsor packages are designed to give our participants a total brand experience for your products and services. Our packages are built to give you maximum return and to fit every budget.

Your sponsorship will also provide the opportunity for participants to gain awareness and recognition of your company and your products and/or services.

GET INVOLVED. BE RECOGNIZED.

TITLE SPONSOR: \$10,000

The Run will be presented by your company. Your logo will be represented in all facets of promotion material.

RECOGNITION:
TITLE SPONSORSHIP
BRAND INTEGRATION
DIGITAL ASSETS
PRINT MATERIAL (IF TIMELY)
ADDITIONAL PROMOTIONAL ELEMENTS
(ALL ITEMS LISTED BELOW)

CORPORATE SPONSOR: \$5,000

Logo representation through the Run's digital assets and print material prior to and on the day of the Run.

RECOGNITION:
BRAND INTEGRATION
DIGITAL ASSETS
PRINT MATERIAL (IF TIMELY)
ADDITIONAL PROMOTIONAL ELEMENTS
(ALL ITEMS LISTED BELOW)

OFFICIAL SPONSOR: \$2,500

Logo representation through print material on the day of the Run.

RECOGNITION:
DIGITAL ASSETS
PRINT MATERIAL (IF TIMELY)
ADDITIONAL PROMOTIONAL ELEMENTS
(ALL ITEMS LISTED BELOW)

PRODUCT SPONSOR: \$1,000

Strategic placement of food products, promotional items, giveaways or other tangible items promoting your product or business the day of the Run.

RECOGNITION:
PRINT MATERIAL (IF TIMELY)
ADDITIONAL PROMOTIONAL ELEMENTS
(ALL ITEMS LISTED BELOW)

ADDITIONAL PROMOTIONAL ELEMENTS:

- Health and Fitness Expo
- Finish Line Celebration
- Bibs
- Signage at race start lines and along marathon route
- TV Broadcasting, Sponsor Segments (KFON)
- Hospitality on Race Day
- Water Stations

