



Sponsorship Invitation

We are excited to announce that Fleet Feet Montclair will be hosting the fourth annual **Midland Avenue Mile** on Sunday, August 18, 2019 at 5:00 pm!

The race is a USATF-NJ Masters and Open Championship event, drawing athletes from all over New Jersey. This point-to-point, one-mile race down Midland Avenue includes a family division, making it perfect for casual and elite runners, walkers, and the family stroller. The summer block party atmosphere at the finish line is a great place for vendors to meet and mingle with the local community.

ABOUT US:

After 32 years in business, we remain dedicated to being the place in town where people can count on well-informed, supportive staff, the latest selection of athletic footwear, apparel, accessories and accurate information and guidance in their personal fitness endeavors. Our training programs and fun runs offer community opportunities to work on fitness goals together. We have been recognized as one of the **Best Running Stores In America, 2019.**

BENEFICIARIES:

We believe that supporting local charitable organizations enhances the quality of life in Montclair for everyone. Proceeds from this race will benefit the **Montclair Public Library.** We recognize the important role the library has in providing material that supports self education, lifelong learning and literacy for our entire community.

EVENT DATE:

Sunday, August 18th, 5:00 pm

EVENT LOCATION:

Midland Avenue, Montclair, NJ (Course is USATF Certified) with finishline festivities between Portland Place and Bloomfield Ave.

EXPECTED FIELD RUNNERS: 750+

EXPECTED SPECTATORS: 300+

SOCIAL MEDIA RECAP:

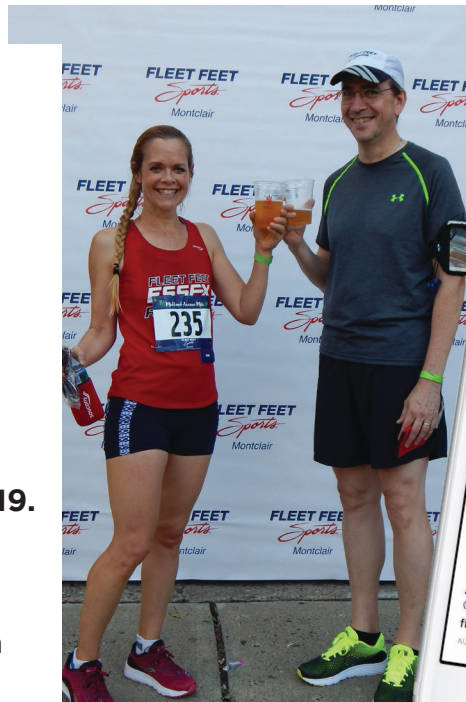
2018 Instagram followers: 1,200

2018 Facebook followers: 2,350

@FleetFeetMontclair social impressions promoting 2018 Midland Avenue Mile: 60K+

These numbers do not include the reach of posts from runners, participants, spectators and sponsors. Elite runners with anywhere from 1,500-10,000+ followers attend and post about the race. (ie: @runcooklaugh, @aysharuns, @robaruns)

@FleetFeetMontclair's followers have grown (almost doubled) in the past year so we are expecting even higher numbers in 2019!



SPONSORSHIP LEVELS



PRESENTING SPONSORSHIP

(Filled by  **BROOKS**)

- Presenting sponsor prominent status on race website, RunSignUp and promotional newsletters
- Presenting sponsor logo on all promotional signage, banners and finish line arch
- Premier location! 10'X10' space at finish line to promote your business
- Prominent logo position on race t-shirt
- Event day recognition
- Company brochures / flyers at packet pick-up
- Official starter of race
- 10 race day complimentary entries

PLATINUM SPONSORSHIP \$4,000

- Sponsor logo on race website, RunSignUp and promotional newsletters
- Premier location! 10'X10' space at finish line to promote your business
- Exclusive company logo on back of volunteer shirt
- Event day recognition
- In-store advertising for one month
- Logo'd step & repeat banner
- Logo on race t-shirt
- Two social media shout outs and one paid social media promotion
- 8 race day complimentary entries



PREMIER SPONSORSHIP \$2,500

- Sponsor logo on race website, RunSignUp and promotional newsletters
- Premier location! 10'X10' space at finish line to promote your business
- Event day recognition
- Exhibit space during in-store packet pick-up
- Logo on race t-shirt
- Two social media shout outs and one paid social media promotion
- 6 race day complimentary entries

SPONSORSHIP LEVELS



CONTRIBUTING SPONSORSHIP \$1,500

- Sponsor logo on race website, RunSignUp and promotional newsletters
- 10'X10' space at finish line to promote your business
- Logo on race t-shirt
- Company brochures / flyers at packet pick-up
- Event day recognition
- 4 race day complimentary entries

MILE MARKER SPONSORSHIP \$750

(Only 3 Available!)

- Company name/logo on mile marker signage
- Sponsor logo on race website, RunSignUp and promotional newsletters
- 10'X10' space at finish line to promote your business
- Logo on race t-shirt
- Company brochures / flyers at packet pick-up
- Event day recognition
- 2 race day complimentary entries



FINISH LINE WATER SPONSORSHIP \$450

- Sponsor logo on race website, RunSignUp and promotional newsletters
- 10'x10' space at finish line to promote your business
- Logo on race t-shirt
- Company brochures / flyers at packet pick-up
- Event day recognition

SPEEDSTER SPONSORSHIP \$300

- Sponsor logo on race website, RunSignUp and promotional newsletters
- Logo on race t-shirt
- Company brochures / flyers at packet pick-up
- Event day recognition



FOOD FEST SPONSOR

4-6 Spots Available

- Help feed our runners and their families during our finish line block party. Each Food Fest Sponsor must agree to prepare and serve enough two-bite samples to feed 500 people.
- Sponsor logo on race website, RunSignUp and promotional newsletters
- 10'x10' space for serving and display
- Exposure to 1,000+ people
- Logo on race t-shirt
- Company brochures / menus / coupons at packet pick-up
- Event day recognition
- Two social media shout outs
- 2 race day complimentary entries



SPONSORSHIP AGREEMENT

YES! I/We would like to sponsor the 2019 Fleet Feet Midland Mile on August 18th!

PRESENTING SPONSORSHIP

MILE MARKER SPONSORSHIP - \$750

PLATINUM SPONSORSHIP - \$4,000

FINISH LINE WATER SPONSORSHIP - \$450

PREMIER SPONSORSHIP - \$2,500

SPEEDSTER SPONSORSHIP - \$300

CONTRIBUTING SPONSORSHIP - \$1,500

FOOD FEST SPONSOR

Contact Name: _____

Title: _____

Company Name: _____

CONTACT INFORMATION:

Phone: _____ E-Mail: _____

Mailing Address: _____

ALL LOGO ARTWORK for shirts should be sent in one of the following formats: Vector (.AI), .PNG (with no background), .EPS (with no background) No later than July 1 to loren@fleetfeetmontclair.com

PLEASE MAKE CHECKS PAYABLE TO:

Fleet Feet Sports Montclair
Memo: Midland Mile

MAIL TO:

Midland Mile c/o Fleet Feet Montclair
603 Bloomfield Avenue
Montclair, New Jersey 07042



MONTCLAIR

For further information or if you have any questions about sponsorship, please contact Paul Giuliano or Loren McCreesh at 973-509-9707.