



SPONSOR PACKET

Santa's 3.5 Mile Run

Sunday, December 8 (Snow Date: December 15)
Glastonbury High School#

Fun & Family Friendly!

Don't miss this opportunity to be a vendor and/or sponsor of the Glastonbury 3.5 Mile Santa's Run. A 46 year tradition, the race attracts everyone from the serious runner to the casual walker. Santa's Run begins at 12:00 p.m. and features a 3.5 mile course through the Buttonball neighborhoods, a costume division and a raffle. Day of race registration begins at 9:30 a.m.

Showcase your Products & Services! If you provide health, wellness or running related products or services - this event is for you! Vendors must participate from 9:00 a.m.-2:00 p.m.

Expected Attendance

Santa's Run has averaged between 6,000-1,000 registered runners for the past several years. In addition, spectators bring event attendance to over 1,000.

Food & Beverage

Vendors are permitted to provide food and/or beverage samples. All samples must be provided in individual containers/packaging and meet Town of Glastonbury Health Department guidelines.

Sustainability

In an effort to reduce the amount of waste generated and maximize the amount of materials recycled, garbage and recycling bins will be available. We encourage vendors to minimize waste as much as possible.

Vendor Space Includes

- 10'x10' Space
- You must provide your own table, chairs and tent (if applicable).

All vendor spaces are outside and will be assigned on a first come/first serve basis with sponsors having priority selection. Adjustments may be necessary to provide maximum use of space and/or accommodate other needs.

There may be multiple vendors and/or similar products. We cannot guarantee exclusivity. We reserve the right to limit vendors offering similar products and services.

Vendor Space Rates

For Profit: \$200 ; **Non-Profit:** \$100

Virtual Vendor: Can't make it to the event, but still want to display your information?! Provide us with the materials and our staff will set-up your space for you on a shared table. Cost is \$50

Sponsorship: See next page for sponsorship opportunities.

Payment /Cancellation Policy

Payment must be received in order to confirm your space and be eligible for event promotion. Payment is accepted in cash, check (Payable to "Town of Glastonbury-Special Gifts") or credit card (Mastercard, Visa or Discover).

Once a space has been assigned, cancellation requests must e-mailed. No refunds will be issued after November 15, 2024.

Sponsorship

Go the Extra Mile and Stand out in the Crowd!

We offer many exciting ways to market your company's products and services to our participants!



1 of 2 Available
\$2,000 Each

Discounts & Benefits:

- ⇒ Complimentary Prime Booth Location
- ⇒ 2 Complimentary Race Registrations
- ⇒ 2 Santa's Run Long Sleeve Shirts

Marketing & Branding Opportunities:

- ⇒ Your Logo on Santa's Run Shirt; Link on Website
- ⇒ Opportunity to Place Banner on Finish Line Fencing
- ⇒ Recognition on PA System on Day of Event
- ⇒ Pre and Post Event Mention on Social Media

Information Distribution:

- ⇒ Opportunity to place 2 items in bags (Deliver 1,200 of each item by 11/15/2024)



2 Available
\$1,000 Each

Discounts & Benefits:

- ⇒ Complimentary Prime Booth Location
- ⇒ 2 Complimentary Race Registrations

Marketing & Branding Opportunities:

- ⇒ Opportunity to Place Banner on Finish Line Fencing
- ⇒ Recognition on PA System on Day of Event
- ⇒ Pre and Post Event Mention on Social Media

Information Distribution:

- ⇒ Opportunity to place 1 item in bags (Deliver 1,200 of each item by 11/15/2024)



3 Available
\$500 Each

Discounts & Benefits:

- ⇒ Complimentary Booth Location

Marketing & Branding Opportunities:

- ⇒ Recognition on PA System on Day of Event
- ⇒ Pre and Post Event Mention on Social Media

Information Distribution:

- ⇒ Opportunity to place 1 item in bags (Deliver 1,200 of each item by 11/15/2024)

Looking for other options - we've got more ways to put your product/service in front of our participants!

FINISH WATER SPONSOR: 1 available (Free with Donation of 1,200 Water Bottles)

Ability to Print Logo on all Water Bottles or Place Banner at Finish Line Water Table.

FINISH SNACK SPONSOR: 5 available (Free with Donation of 1,200 Pre-Packaged Items)

Ability to Place 8.5" x 11" sign on Finish Line Snack Table or Include Logo on Food Items.

BAG SPONSOR: 1 available (Free with Donation of 1,200 Bags)

Ability to Print Logo on all Bags.

RAFFLE SPONSOR: Unlimited available (FREE with raffle basket donation)

Donate a raffle basket/item valued at \$100 or more. Raffles will be drawn on-site. Includes announcement of donor at time of raffle and ability to place 8.5" x 11" sign at raffle table.

Vendor & Sponsor Registration

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

Contact: _____ Phone: _____ Email: _____

Type of Product/Service Provided: _____

Representative 1: _____ Representative 2: _____

A. Vendor Space (please check one)	
For-Profit	<input type="checkbox"/> \$200
Non-Profit	<input type="checkbox"/> \$100
Virtual Vendor	<input type="checkbox"/> \$50
Subtotal Part A:	

C. Payment Summary	
Subtotal Part A: Vendor Space	\$
Subtotal Part B: Sponsorship	\$
Grand Total:	\$

B. Sponsorship (Indicate the number of spots you would like to purchase next to the price)	
Platinum Sponsor <small>(1 of 2 Available)</small>	<input type="checkbox"/> \$2,000 x _____
Gold Sponsor <small>(2 of 2 Available)</small>	<input type="checkbox"/> \$1,000 x _____
Silver Sponsor <small>(3 of 3 Available)</small>	<input type="checkbox"/> \$500
Finish Water Sponsor <small>(1 of 1 Available)</small>	<input type="checkbox"/> FREE <small>(1,200 Water Bottles)</small>
Finish Snack Sponsor <small>(5 of 5 Available)</small>	<input type="checkbox"/> FREE <small>(1,200 Pre-Packaged Items)</small>
Bag Sponsor <small>(1 of 1 Available)</small>	<input type="checkbox"/> FREE <small>(1,200 Bags)</small>
Raffle Sponsor <small>(Unlimited Available)</small>	<input type="checkbox"/> FREE <small>(Item Value > \$100)</small>
Subtotal Part B:	

Payment Information (Please Mail Payment to):	
Glastonbury Parks and Recreation Department Attention: Santa's 3.5 Mile Run 2155 Main Street; Glastonbury, CT 06033	
Check	<input type="checkbox"/>
Cash	<input type="checkbox"/>
Credit Card #	<input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> Amex
Name on Card	
Expiration Date CVC #	/
Billing Address	
City, State, Zip	
Billing Zip Code	

I have read and understand the details of the 2024 Santa's Run Sponsorship. Being of full age and in consideration of my/my agency participation in this program, I do hereby release and forever discharge the Town of Glastonbury and their agents and employees, their representatives, successors, and assignees, from all claims arising out of any and all personal injuries, damages, expenses and any loss or damage whatsoever resulting or which may result from participation in this program.

Photos and/or videos of all vendor spaces and their representatives may be used for marketing purposes including but not limited to: print/digital advertisements, online, and social media.

Signature: _____ Date: _____

Name (printed): _____ Title: _____