



LSA PENINSULA 4 MILE ROAD RACE

SPONSORSHIP OPTIONS PACK

22nd May 2022



About the Event

The first edition of the “LSA Peninsula 4-Mile Road Race” will take place at 9.30am on Sunday, May 22nd 2022, The purpose of the event is to:

- A. **To Create an Annual Event for the Local Area and Wider Running Community** – The Donabate / Portrane peninsula is one of considerable scenic beauty and the proposed course for the race includes the Corbalis Estuary and the new Donabate Distributor Road. Both of these are strong visual highlights of the area and will create a memorable course and visitor experience for those taking part, and will hopefully create an event that will grow in popularity in future years and attract progressively larger numbers.
- B. **To Encourage More People to Adopt Healthy Lifestyle Activities** – LSA has seen a significant increase – particularly among adults – in the uptake of running since the start of the COVID-19 pandemic. The establishment of a regular running event in the area will further encourage both adults and children to become involved in running and athletics, actively promoting a healthier lifestyle.
- C. **To Generate Awareness of the LSA Athletics Club** - LSA is a medium-sized, growing club based in the Donabate / Portrane peninsula. The club is entirely run by volunteers and provides coaching in athletics and running for a very wide range of participants, covering children and adults of all ages and abilities. The club has seen an uptake in membership since the beginning of the COVID-19 pandemic, however given the growing population in the local area there is significant potential to further grow membership.

Why Sponsor the Event?



Locally-based businesses are strongly encouraged to consider supporting the event, either via one of our cash or non-cash sponsorship packages. The potentially benefits to sponsors include:

- 1) Achieving increased brand exposure and presence with a large, local target audience
- 2) Positive association with a community event that supports the local people and surrounding area
- 3) Visibly supporting an event which promotes exercise, fitness and healthy lifestyles
- 4) Gaining an opportunity to get early-stage association with an event which is likely to be a regular fixture on the running calendar for many years to come.

PLATINUM SPONSORSHIP PACKAGE:

- High quality, 2-3 min video interview with sponsor representative on the day, featuring race highlights, suitable for use on social media and other digital platforms.
- Featured in post-event press release
- 3 x featured posts on LSA social media platforms
- Featured in 3 x LSA club newsletters (1 x pre-event, 2 x post-event)
- Opportunity to include branded marketing material / collateral in event goody bag
- Opportunity to have a physical presence at the event and distribute marketing materials / collateral on the race day
- Opportunity to place in-house signage, advertising or other visual display material at start / finish line
- Sponsor logo to be featured on selected race signage (1-km and 1-mile signage)
- LSA is willing to facilitate additional, bespoke sponsor requirements where possible.

PLATINUM PACKAGE COST: €5,000



GOLD SPONSORSHIP PACKAGE:

- Set of professional photos featuring sponsor at the race, suitable for multi-media user
- Featured in post-event press release
- 3 x featured posts on LSA social media platforms
- Featured in 3 x LSA club newsletters (1 x pre-event, 2 x post-event)
- Opportunity to include branded marketing material / collateral in event goody bag
- Opportunity to have a physical presence at the event and distribute marketing materials / collateral on the race day
- LSA is willing to facilitate additional, bespoke sponsor requirements where possible.

GOLD PACKAGE COST: €3,500

SILVER SPONSORSHIP PACKAGE:

- 2 x featured posts on LSA social media platforms
- Featured in 2 x LSA club newsletters (1 x pre-event, 1 x post-event)
- Opportunity to include branded marketing material / collateral in event goody bag
- Opportunity to have a physical presence at the event and distribute marketing materials / collateral on the race day

PACKAGE COST: €1,500

NON-CASH SPONSORSHIP OPTIONS:



The following non-cash sponsorship options are open to sponsors:

- 1) Provision of 500+ bottles of water at the finish line (bottles can be branded with sponsor logo)
- 2) Provision of 500+ high-energy snacks (e.g, bananas) at finish line
- 3) Provision of 100+ volunteer lunches and drinks
- 4) Provision of 500+ “Goody Bags” containing a selection of typical items featured in race bags (e.g. snacks, energy drink, gift vouchers, branded gift items etc.)
- 5) Provision of FOC coffee / tea station

The media package for non-cash sponsors is as follows:

- Set of professional photos featuring sponsor at the race, suitable for multi-media user
- 2 x featured posts on LSA social media platforms
- Featured in 2 x LSA club newsletters (1 x pre-event, 1 x post-event)
- Opportunity to have a physical presence at the event and distribute marketing materials / collateral on the race day

For more information, please contact Steven Rice (Race Director)

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