

# SOUND TO NARROWS

The Sound to Narrows is Washington's oldest 12k run, since 1973, Sound to Narrows has encouraged healthy living by offering fun-filled runs/walks for all ages and abilities reaching up to 5,000 participants and loads of spectators. The 12k route travels through beautiful Point Defiance Park. The 5k run/walk, 2k Junior Shuffle and Diaper Dash start near Tacoma's Vassault Park. Proceeds benefit the Center for Health Equity and Wellness, which promotes the health and wellness of the community by helping individuals make healthy choices. Proceeds also benefit our Nurse Camp program, an intensive five-day camp for high school students interested in nursing and allied health careers.

## 2020 PARTNERSHIP OPPORTUNITIES

Title Partnership

\$50,000

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- Sole Title Partnership of **Sound to Narrows**
- Exclusivity within your business category (as mutually defined)
- Your company name will be incorporated into the title of the event (for example, "**Sound to Narrows** brought to you by XYZ Company") as well as in the title of any respective **Sound to Narrows** races.
- Right of first refusal for **Sound to Narrows** the following year
- Your corporate name/logo included in the following marketing vehicles (size and placement as it relates to partnership level and the date partnership is secured):
  - Positioned on the **Sound to Narrows** event website [www.SoundToNarrows.org](http://www.SoundToNarrows.org) with a hyperlink to your company site
  - Company name included in our Facebook, Instagram and Twitter social media and email campaigns
  - Name and/or logo printed in event marketing materials (i.e. rack cards, etc.)
  - Name/Logo to be featured on the **Sound to Narrows** promotional poster (500 + posters distributed to local retailers throughout the South Sound)
  - Additional advertising in local community newspapers, periodicals and television.
  - Event signage, including banners with up to eight (6) logo placements at the Start/Finish Line (banners to be provided by MHS (3) and Sponsor (3) as well as along the finish line chute
- On-stage recognition by our Master of Ceremonies
- Your company will have premier positioning to staff a tent as one of the finish line vendors in order to promote your product/service to all **Sound to Narrows** participants
- Your company will receive twenty five (25) complimentary race registrations as well as twenty five (25) **Sound to Narrows** t-shirts
- Your company name and/or logo prominently displayed on the back of volunteer t-shirts and the front of individual sponsored race t-shirts, and the back of all other t-shirts
- Printed in all post-event acknowledgments

# SOUND TO NARROWS

## 2020 PARTNERSHIP OPPORTUNITIES

Gold Partnership

\$25,000

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- Exclusivity within your business category (as mutually defined)
- Sole Presenting Partner of your choice between the 5k Run/Walk, 2k Junior Shuffle or Mary Bridge Children's Challenge (based on availability) at **Sound to Narrows**.
  - Upon making your choice, your company name will be incorporated into the title of the respective **Sound to Narrows** race and will appear whenever that race is specifically mentioned (for example, "The **2k Junior Shuffle** brought to you by XYZ Company")
- You receive right of first refusal for your respective **Sound to Narrows** race the following year.
- Right of first refusal for the **Sound to Narrows** Title Partnership, if vacant
- Your corporate name/logo included in the following marketing vehicles (size and placement as it relates to partnership level and the date partnership is secured):
  - [www.SoundToNarrows.org](http://www.SoundToNarrows.org)
  - Positioned on the **Sound to Narrows** event shirts
  - Positioned on the **Sound to Narrows** event website with a hyperlink to your company site
  - Company name included in our Facebook, Instagram and Twitter social media and email campaigns
  - Name and/or logo printed in event marketing materials (i.e. rack cards, etc.)
  - Name/Logo to be featured on the **Sound to Narrows** promotional poster (500+ posters distributed to local retailers throughout the South Sound)
  - Event signage, including banners with up to six (6) logo placements at the Start/Finish Line (banners to be provided by MHS (3) and Sponsor (3))
- On-stage recognition by our Master of Ceremonies
- Your company will have premier positioning to staff a tent as one of the finish line vendors in order to promote your product/service to all **Sound to Narrows** participants
- Your company will receive twenty (20) complimentary race registrations as well as twenty (20) **Sound to Narrows** t-shirts
- Your company name and/or logo prominently displayed on participant, volunteer and respective race **Sound to Narrows** t-shirts
- Printed in all post-event acknowledgements

# SOUND TO NARROWS

Silver Partnership

\$10,000

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- Right of first refusal for **2020 Sound to Narrows** partnership
- Your corporate name/logo included in the following marketing vehicles (size and placement as it relates to partnership level and the date partnership is secured):
  - Positioned on the **Sound to Narrows** event website [www.SoundToNarrows.org](http://www.SoundToNarrows.org) with a hyperlink to your company site
  - Company name included in our Facebook, Instagram and Twitter social media and email campaigns
  - Name and/or logo printed in event marketing materials (i.e. rack cards, etc.)
  - Name/Logo to be featured on the **Sound to Narrows** promotional poster (500+ posters distributed to local retailers throughout the South Sound)
  - Event signage, including banners with four (4) logo placements at the Start/Finish Line (banners to be provided by Sponsor)
- On-stage recognition by our Master of Ceremonies
- Your company will have premier positioning to staff a tent as one of the finish line vendors in order to promote your product/service to all **Sound to Narrows** participants
- Your company will receive ten (10) complimentary race registrations as well as ten (10) **Sound to Narrows** t-shirts
- Your company name and/or logo prominently displayed on both participant and volunteer **Sound to Narrows** t-shirts
- Printed in all post-event acknowledgements

# SOUND TO NARROWS

Bronze Partnership

\$5,000

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- Your corporate name/logo included in the following marketing vehicles (size and placement as it relates to partnership level and the date partnership is secured):
  - Positioned on the **Sound to Narrows** event website [www.SoundToNarrows.org](http://www.SoundToNarrows.org) with a hyperlink to your company site
  - Company name included in our Facebook, Instagram and Twitter social media and email campaigns
  - Name and/or logo printed in event marketing materials (i.e. rack cards, etc.)
  - Event signage, including banners with two (2) logo placements at the Start/ Finish Line (banners to be provided by sponsor)
- On-stage recognition by our Master of Ceremonies
- Your company will have premier positioning to staff a tent as one of the finish line vendors in order to promote your product/service to all **Sound to Narrows** participants
- Your company will receive five (5) complimentary race registrations as well as five (5) **Sound to Narrows** T-shirts
- Your company name and/or logo prominently displayed on the back of the volunteer **Sound to Narrows** T-shirts
- Printed in all post-event acknowledgements

# SOUND TO NARROWS

Race Partnership

\$2,500

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- Your corporate name/logo included in the following marketing vehicles (size and placement as it relates to partnership level and the date partnership is secured):
  - Positioned on the **Sound to Narrows** event website [www.SoundToNarrows.org](http://www.SoundToNarrows.org) with a hyperlink to your company site
  - Company name included in our Facebook, Instagram and Twitter social media and email campaigns
  - Event signage
- You have the option to staff a tent in the vendor village and may provide product samples to all **Sound to Narrows** participants
- Your company will receive two (2) complimentary race registrations as well as two (2) **Sound to Narrows** T-shirts
- Your company name and/or logo prominently displayed on the back of the volunteer **Sound to Narrows** T-shirts
- Printed in all post-event acknowledgements

# SOUND TO NARROWS

## **Other Possible Partnership Opportunities\***

- Prize Purse - \$2,500 for top finishers in 12k run
- Military Run - \$5,000 with logo on 500 troops t-shirts
- Mary Bridge Children's Challenge - \$2,000 logo on shirts
- Fit for Sound to Narrows Youth Program - \$2,000
- Race Bibs - \$2,000 with company logo
- Race Medals - \$8,000 with company on lanyard
- Clothing Check - \$500 with banner
- Fruit Partnership Sponsor- \$1,000 (bananas for all participants)
- Pace Car partnership - \$500
- Water Station partnership - \$500
- Other opportunities upon request

\*If a deadline has already passed by for an offered benefit, MultiCare is under no obligation to honor the respective benefit listed.

## 2020 Sound to Narrows Partnership Commitment Form

Please complete and mail or email to:  
Sound to Narrows, PO Box 5296, Tacoma, WA 98415-0296  
Email: [tldorn@multicare.org](mailto:tldorn@multicare.org)  
Phone: 253.403.5093

Please email a high-resolution version of your logo to Trixy Dorn at [tldorn@multicare.org](mailto:tldorn@multicare.org)

**Company Name (as you would like it to appear in all promotional materials:)**

\_\_\_\_\_

**Partnership Contact:**\_\_\_\_\_ **Title:**\_\_\_\_\_

**Address:**\_\_\_\_\_

**City:**\_\_\_\_\_ **State:**\_\_\_\_\_ **Zip:**\_\_\_\_\_

**Phone:**\_\_\_\_\_ **Email:**\_\_\_\_\_ **Company URL:**\_\_\_\_\_

My organization will provide partnership funding on or before the date of June 13, 2020  
My organization will provide a digital copy of our logo, which will be used in promotional materials.

### Partnership Type:

Title Partner \$50,000                       Gold Partner \$25,000

Silver Partner \$10,000                       Bronze Partner \$5,000

Race Partner \$2,500                       Other Partner \$\_\_\_\_\_

### Payment Options:

Check     Cash     Send Invoice

Credit Card    Visa    MasterCard    Discover    AMEX

Credit card# \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Thank you for your support, this event wouldn't be possible without amazing partners like you!**

For questions or more information about becoming a sponsor, please contact Trixy Dorn at 253.403.5093 or [tldorn@multicare.org](mailto:tldorn@multicare.org)