



# SPONSORSHIP OPPORTUNITIES

PRESENTED BY:



BENEFITTING:



### About Las Vegas Great Santa Run:

The Las Vegas Great Santa Run is an honored tradition that attracts families, businesses, individuals and global tourists each year to the Fremont Street Experience in Downtown Las Vegas. This annual event is one of Opportunity Village's (OV) most important fundraisers with all proceeds benefitting programs for OV clients. In December 2018, people from all over the world donned their red Santa suits in support of Opportunity Village and the individuals we serve who have disabilities in Southern Nevada. On Saturday, December 7, 2019 thousands more Santas will flood the streets of Las Vegas once again.



### About Opportunity Village:

Opportunity Village is a not-for-profit organization that serves people in the Southern Nevada community with intellectual and related disabilities to help enhance their lives and the lives of the people who love them. The programs Opportunity Village provides to its nearly 2,000 clients served annually includes vocational training, community employment, day services, advocacy, arts and social recreation. Opportunity Village is dedicated to

serving its clients and helping them realize future career paths, seek independence and community integration and unleash creative passions.

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### 2019 At A Glance

15th Annual Las Vegas Great Santa Run

#### Event Details:

**Saturday, December 7, 2019**

Pre-Race Festivities - 8AM

5K Start Time - 10AM

1-Mile Start Time - 10:30AM

After Party - 10AM - 1:30PM

#### Location:

**Pre-Race**

Fremont Street Experience  
(3rd Street Stage)

**After Party**

Llama Lot (152 N 9th Street)



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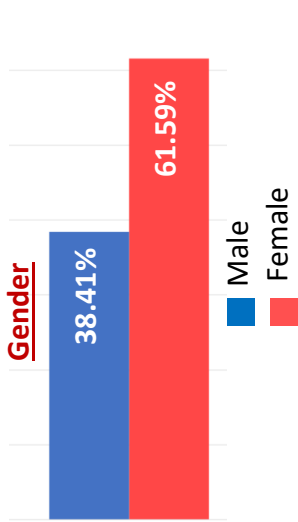
### A Look Back

Year	# Registered Runners	# Volunteers	# Sponsors	# Vendors	Grand Marshal
2017	5,625	279	12	26	Holly Madison
2018	6,483	368	15	43	Lance Burton

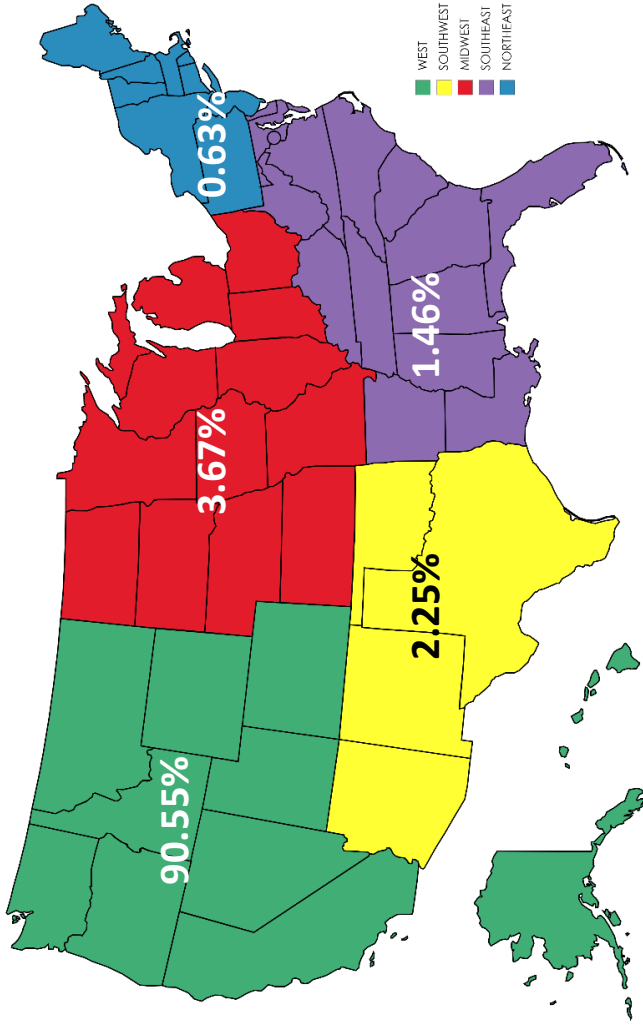
### 2019 Goals

Year	# Registered Runners	# Volunteers	# Sponsors	# Vendors	Grand Marshal
2019	7,300	400	20	60	TBD

## 2018 DEMOGRAPHICS

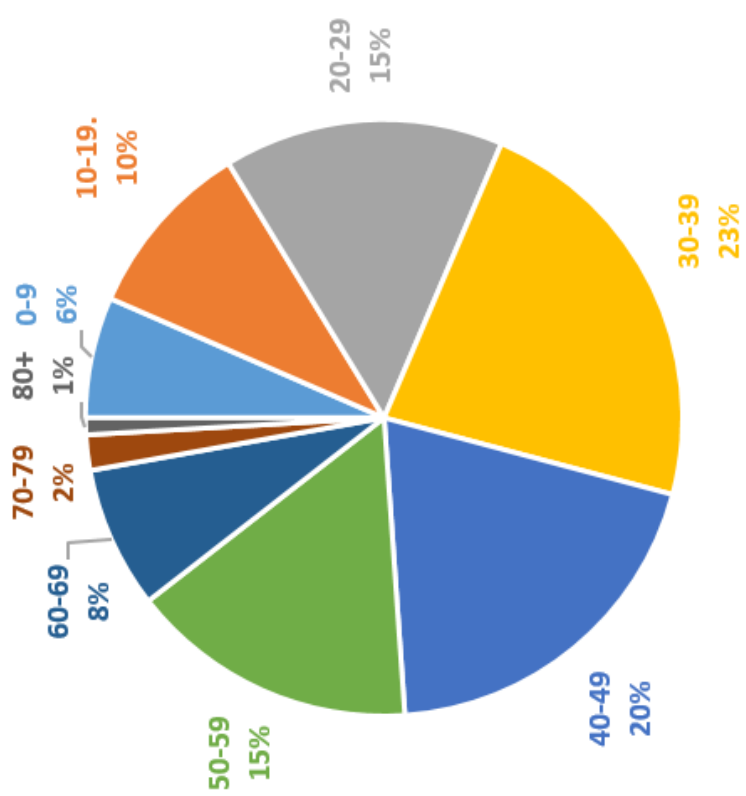


% of Participants by Region



0.14% from 7 other countries  
\*84.61% from Nevada

Participant Ages



## SPONSORSHIP PACKAGES

### Rudolph - \$50,000

#### Exclusive Experience

- ♦Four (4) VIP Viewing Area Tickets at Pre-Race
- ♦Four (4) VIP Viewing Area Tickets at After Party
- ♦Ride in Car With Grand Marshal

#### Additional Perks

- ♦Category exclusivity
- ♦400 Free Runner Registrations
- ♦Distribute 8,500 bag stuffers in runner packs
- ♦4 Swag Bags

#### Marketing

- ♦Logo on four (4) social media posts
- ♦Logo on four (4) e-blasts (reaches 20,000+ subscribers)
- ♦Logo on Santa Run Website
- ♦Logo on all printed event advertisements
- ♦Logo on Race Bibs

#### On-site activations

- ♦Pre-Race Booth
- ♦After Party Booth
- ♦Verbal Recognition at Pre-Race
- ♦Verbal Recognition at After Party
- ♦Pre-Race Stage Presence
- ♦Pre-Race Stage Banner (exclusive)
- ♦Logo on Pre-Race Backdrop
- ♦Logo on Finish Line Banner
- ♦Logo on Volunteer T-Shirts

### Blitzen - \$25,000

#### Exclusive Experience

- ♦Four (4) VIP Viewing Area Tickets at Pre-Race
- ♦Four (4) VIP Viewing Area Tickets at After Party

#### Additional Perks

- ♦200 Free Runner Registrations
- ♦Distribute 8,500 bag stuffers in runner packs
- ♦4 Swag Bags

#### Marketing

- ♦Logo on four (4) social media posts
- ♦Logo on four (4) e-blasts (reaches 20,000+ subscribers)
- ♦Logo on Santa Run Website
- ♦Logo on all printed event advertisements
- ♦Logo on Race Bibs

#### On-site activations

- ♦Pre-Race Booth
- ♦After Party Booth
- ♦Verbal Recognition at Pre-Race
- ♦Verbal Recognition at After Party
- ♦Pre-Race Stage Presence
- ♦Logo on Pre-Race Backdrop
- ♦Logo on Finish Line Banner
- ♦Logo on Volunteer T-Shirts

*\*Everything is subject to approval*

*\*\*Sponsorship packages able to be customized*

## SPONSORSHIP PACKAGES (CON'T)

### Donner - \$20,000

#### **Exclusive Experience**

- ♦ Four (4) VIP Viewing Area Tickets at Pre-Race
- ♦ Four (4) VIP Viewing Area Tickets at After Party

#### **Additional Perks**

- ♦ 150 Free Runner Registrations
- ♦ Distribute 8,500 bag stuffers in runner packs
- ♦ 4 Swag Bags

#### **Marketing**

- ♦ Logo on four (4) social media posts
- ♦ Logo on four (4) e-blasts (reaches 20,000+ subscribers)
- ♦ Logo on Santa Run Website
- ♦ Logo on all printed event advertisements

#### **On-site activations**

- ♦ Pre-Race Booth
- ♦ After Party Booth
- ♦ Verbal Recognition at Pre-Race
- ♦ Verbal Recognition at After Party
- ♦ Logo on Pre-Race Backdrop
- ♦ Logo on Finish Line Banner
- ♦ Logo on Volunteer T-Shirts

### Cupid - \$15,000

#### **Exclusive Experience**

- ♦ Four (4) VIP Viewing Area Tickets at Pre-Race
- ♦ Four (4) VIP Viewing Area Tickets at After Party

#### **Additional Perks**

- ♦ 75 Free Runner Registrations
- ♦ Distribute 8,500 bag stuffers in runner packs

#### **Marketing**

- ♦ Logo on four (4) social media posts
- ♦ Logo on four (4) e-blasts (reaches 20,000+ subscribers)
- ♦ Logo on Santa Run Website

#### **On-site activations**

- ♦ Pre-Race Booth
- ♦ After Party Booth
- ♦ Verbal Recognition at Pre-Race
- ♦ Verbal Recognition at After Party
- ♦ Logo on Pre-Race Backdrop
- ♦ Logo on Finish Line Banner
- ♦ Logo on Volunteer T-Shirts

### Comet - \$10,000

#### **Exclusive Experience**

- ♦ Four (4) VIP Viewing Area Tickets at Pre-Race

#### **Additional Perks**

- ♦ 50 Free Runner Registrations
- ♦ Distribute 8,500 bag stuffers in runner packs

#### **Marketing**

- ♦ Logo on one (1) social media post
- ♦ Logo on two (2) e-blasts (reaches 20,000+ subscribers)
- ♦ Logo on Santa Run Website

#### **On-site activations**

- ♦ Pre-Race Booth
- ♦ Verbal Recognition at Pre-Race
- ♦ Logo on Pre-Race Backdrop
- ♦ Logo on Finish Line Banner
- ♦ Logo on Volunteer T-Shirts

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## SPONSORSHIP PACKAGES (CON'T)

### Vixen - \$5,000

#### **Additional Perks**

- ♦30 Free Runner Registrations
- ♦Distribute 8,500 bag stuffers in runner packs

#### **Marketing**

- ♦Logo on one (1) social media post
- ♦Logo on two (2) e-blasts (reaches 20,000+ subscribers)
- ♦Logo on Santa Run Website

#### **On-site activations**

- ♦Pre-Race Booth
- ♦Verbal Recognition at Pre-Race
- ♦Logo on Pre-Race Backdrop
- ♦Logo on Finish Line Banner
- ♦Logo on Volunteer T-Shirts

### Prancer - \$2,500

#### **Additional Perks**

- ♦20 Free Runner Registrations
- ♦Distribute 8,500 bag stuffers in runner packs

#### **Marketing**

- ♦Logo on one (1) social media post
- ♦Logo on one (1) e-blast (reaches 20,000+ subscribers)
- ♦Logo on Santa Run Website

#### **On-site activations**

- ♦Pre-Race Booth
- ♦Logo on Pre-Race Backdrop
- ♦Logo on Finish Line Banner
- ♦Logo on Volunteer T-Shirts

### Dancer - \$1,000

#### **Additional Perks**

- ♦10 Free Runner Registrations
- ♦Distribute 8,500 bag stuffers in runner packs

#### **Marketing**

- ♦Logo on one (1) social media post
- ♦Logo on one (1) e-blast (reaches 20,000+ subscribers)
- ♦Logo on Santa Run Website

#### **On-site activations**

- ♦Pre-Race Booth

### Dasher (Pet Sponsor) - \$1,000

#### **Additional Perks**

- ♦10 Free Runner Registrations
- ♦10 Free Dog Registrations
- ♦Distribute 200 bag stuffers in doggie goodie packs

#### **Marketing**

- ♦Logo on one (1) social media post
- ♦Logo on Santa Run Website

#### **On-site activations**

- ♦Pre-Race Booth
- ♦Logo on Volunteer T-Shirts (400)
- ♦Verbal Recognition at Pre-Race

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## 2019 SPONSORSHIPS AT A GLANCE

Package Name	Price Point	# Free Runner Registrations	Logo on # social media posts	Logo on # e-blasts	Logo on volunteer t-shirts (400)	Logo on Pre-Race Stage Backdrop	Logo on Finish Line Banner	Verbal Recognition at Pre-Race	4 VIP Viewing Area Tickets at Pre-Race	After Party Booth	Verbal Recognition at After Party	4 VIP Viewing Area Tickets at After Party	4 Swag Bags	Logo on all printed event ads	Pre-Race Stage Presence	Logo on Race Bibs	Pre-Race stage banner (exclusive)	Ride in Car w/ Grand Marshal	Category exclusivity
Rudolph	\$50,000	400	4	4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Blitzen	\$25,000	200	4	4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Donner	\$20,000	150	4	4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Cupid	\$15,000	75	4	4	✓	✓	✓	✓	✓	✓	✓	✓							
Comet	\$10,000	50	1	2	✓	✓	✓	✓	✓										
Vixen	\$5,000	30	1	2	✓	✓	✓	✓											
Prancer	\$2,500	20	1	1	✓	✓	✓												
Dancer	\$1,000	10	1	1															

### *All sponsorships also include:*

- ♦ Opportunity to provide 8,500 Bag Stuffers for racers' bags
  - ♦ Pre-Race Booth
- ♦ Logo on Las Vegas Great Santa Run website (sponsor section)

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## A LA CARTE ITEMS

### After Party Title Sponsor - \$20,000

Imagine your name featured on every piece of collateral (print, digital, radio, TV) as the official title sponsor of the Las Vegas Great Santa Run's after party. By being the after party title sponsor, you will be able to have your brand in a variety of different areas both before the event and during the day of the race. As a great way to get involved, everyone will know your company as hosting one of the most fun aspects of the Santa Run. *(Customizable sponsorship)*

### Entertainment Stage Naming Rights Sponsor - \$10,000

Thousands of Santas, vendors, volunteers, and media will see your company's name in lights at the after party entertainment stage. See it for yourself with four passes to the After Party VIP Viewing Lounge.

### Start Line Banner Sponsor - \$3,000

Known as one of the best photo ops for the media, imagine your name as the only partner under the Santa arch start line banner. You will be seen by thousands of attendees and even more people from around the world as your name appears in pictures throughout various media outlets.

### Bib Tear-off Sponsor - \$3,000

Every runner receives an official Las Vegas Great Santa Run racers' bib, and with the runners being the main focus of the event, your spot on the racers' bib is guaranteed to be seen by attendees, media, and more. You have the opportunity to provide a special promotion on the bib tear-off to help drive people to your business.

### After Party Bar Cup Sponsor - \$3,000

At the end of the race, runners need to quench their thirst, and what better way than to stop by Santa's Little Helper, the official bar of the after party. Get seen by thousands of participants as your company logo is printed along the bar cups for all to use. *(OV will provide cups, just provide your logo)*

### Cowboy Santa Hat Sponsor—\$3,000

A new item this year featured specifically to celebrate a "Country Christmas", you will see your company logo featured on a limited edition, cowboy Santa hat available for all participants to purchase. A fun and innovative branding opportunity, the cowboy Santa hat sponsor will be able to provide a unique piece of merchandise for all participants.

### After Party VIP Viewing Lounge - \$2,500

The After Party VIP Viewing Lounge will be named after your company for the entire after party to see. Enjoy complimentary passes to the VIP Viewing Lounge, equipped with seating, complimentary drinks, and food. A banner with your name will be hung across the top of the lounge providing great exposure for your company.

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## A LA CARTE ITEMS (CON'T)

### **8,500 Bag Stuffers for Runners - \$750**

This is the perfect opportunity for you to be seen by thousands of runners for a low price. You have the opportunity to provide 8,500 bag stuffers to place in all of the runners' bags. Whether you want to offer special promotions, business brochures, or little trinkets, bag stuffers are the easiest way to get involved.

### **Pre-Race Booth - \$250**

Want to be a part of the pre-race festivities and join the thousands of Santas on the Fremont Street Experience? If you want to get in front of the participants and have face-to-face interactions with them, a pre-race booth is the perfect option for you. You'll be set up along our vendor fair as people arrive, mingle, and get ready for the race.

### **After Party Booth - \$100**

Our after party last year was a great success with people enjoying our vendors, entertainment, food and activities. Join in the post-race fun with vendor booth presence when runners are having a great time celebrating their finishing of the 15th Annual Las Vegas Great Santa Run.

### **Mile Marker Sponsor - \$300**

Your logo will be featured on one of the mile markers throughout the race course for all runners to see (i.e. 1 Mile brought to you by "insert your logo").

### **Corporate Team**

Want to get your employees involved in the Las Vegas Great Santa Run and give them a great experience to bond over? For a discounted registration price of \$30 per person, Opportunity Village will provide a special promo code just for you to distribute to your employees. Make a day out of the Las Vegas Great Santa Run and have a great time with everyone!



PRESENTED BY



# LAS VEGAS GREAT SANTA RUN

## SPONSORSHIP REQUEST FORM

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

### SPONSORSHIP OPPORTUNITY SELECTION

#### SPONSORSHIP PACKAGES:

- ☐ RUDOLPH PACKAGE (\$50,000)
- ☐ BLITZEN PACKAGE (\$25,000)
- ☐ DONNER PACKAGE (\$20,000)
- ☐ CUPID PACKAGE (\$15,000)
- ☐ COMET PACKAGE (\$10,000)
- ☐ VIXEN PACKAGE (\$5,000)
- ☐ PRANCER PACKAGE (\$2,500)
- ☐ DANCER PACKAGE (\$1,000)
- ☐ DASHER PACKAGE (\$1,000)

#### A LA CARTE OPTIONS:

- ☐ AFTER PARTY TITLE (\$20,000)
- ☐ ENTERTAINMENT STAGE (\$10,000)
- ☐ START LINE (\$3,000) **SOLD**
- ☐ BIB TEAR-OFF (\$3,000)
- ☐ COWBOY SANTA HAT (\$3,000)
- ☐ VIP VIEWING LOUNGE (\$2,500)
- ☐ BAG STUFFERS (\$750)
- ☐ PRE-RACE BOOTH (\$250)
- ☐ AFTER PARTY BOOTH (\$100)
- ☐ MILE MARKER (\$300)

BILLABLE AMOUNT: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

COMPANY REPRESENTATIVE