



Striders Event Sponsorship Agreement

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Thank you for considering Striders as a sponsor of your next event. As a local running specialty store we want to help as many local events as possible that share our goals of supporting a healthy and active community in West Michigan. With the large influx of active events in recent years we have to limit ourselves to our sponsorship budget, please take the time to fill out this form for us to understand the needs of your event and if we are able to be a part of it. Once this form is completed and received it will be reviewed, (please allow up to 7 days for review and response). If we are able to include your event or cause into our sponsorship budget for this year, we will set a meeting with your event director and any other organizers to discuss our sponsorship agreement. Thank you for your time and we look forward to learning more about your organization and event! If you are simply requesting a gift card for an auction or donation please fill out the opposite form on our sponsorship page.

1. What type of event are you planning?

- ☐ Running
- ☐ Triathlon
- ☐ Fun Run (not timed, free or <\$10 fee)
- ☐ Community Event (please include short description)
- ☐ Team/School Group
- ☐ Charity Group
- ☐ Silent Auction
- ☐ Other (Please Explain)

2. Please list information about your event here:

Name of Event: _____

Date & Location of Event: _____

Contact Person: _____

Phone#: _____

E-mail: _____

Event Website: _____

Event Facebook: _____

Primary Event Benefactor(s) (charity partner, etc.) _____

3. How many people are you expecting to attend the event?

<50 5099 100250 250499 500999 10001999 2000+

4. Has Striders sponsored this event in the past? Please list support provided at past events:

No Yes:

5.If borrowing equipment, items must be picked up and dropped off by the event organizers in the time frame agreed on. Equipment will be inspected upon time of return and damage will be charged to the event organizers, please report any damages immediately upon return. Please write in the area below what type of support you are requesting.

Expected Sponsorship Reciprocation

- Exclusivity as the only Specialty Athletic Running Store sponsor.
- Recognition as a sponsor on printed race materials.
- Vocal Recognition as a sponsor at the event in announcements.
- Posting of our "Proud to sponsor..." banner(s) in a primary spot at the event.
- Complimentary entries into the event for Striders staff for giveaways.
- Recognition on Event's Social Media with links to Striders' website and/or social media.
- "Striders" Logo on the event T-shirt (if applicable).
- Opportunity to include direct marketing piece in participants' packets and/or at the event.
- Opportunity to have a space at the event start/finish area to engage with participants.
- **For higher levels of support, benefits may require customized reciprocation agreements.**

PLEASE SEE RETURN FORM INSTRUCTIONS BELOW

Thank you again for your interest in working with Striders as a sponsor of your event. Please return this document to Striders Grandville at the following address, OR scan and email the information direct to events@stridersrun.com with "SPONSOR REQUEST" in the subject line.

Mail or Drop Off to:

Striders attn. EVENTS
4045 Chicago DR. SW
Grandville, MI 49418

MEETING AGREEMENT FORM ON NEXT PAGE

Leave the next area blank, for use during sponsorship meeting

STRIDERS REPRESENTATIVE: _____

EVENT REPRESENTATIVE(S): _____

NAME & DATE OF EVENT: _____

Services Agreed Upon: _____

Sponsorship Reciprocation: _____

I, _____ (Event Representative) hereby agree to honor this agreement to its extent with Striders for the event _____ on _____ (Date). I understand that _____ (Event Organization) is responsible for proper use and care of any borrowed equipment from Striders and will pay for any damages on returned equipment and return the equipment on time agreed upon. The agreed on sponsorship reciprocation will be followed through on and followed up on pre and post event with Striders' Event Coordinator. If for any reason a piece of the sponsorship package cannot be completed by either party, it is their responsibility to contact the other party ASAP and amend the agreement. By signing below Striders and the aforementioned event organizers agree to the preceding terms for 1 year from this date to include pre & post event communication.

STRIDERS:

NAME: _____ SIGN: _____ DATE: _____

EVENT:

NAME: _____ SIGN: _____ DATE: _____