

Sponsorship Opportunities

Saturday, August 8, 2020

4th Annual

Walk • Jog • Stroll

on the
San Carlos Airport Runway
& Bay Trail



- 1,000 attendees expected!
- Certified 5K and 10K courses
- 2K Family Fun Run
- All proceeds benefit:
Hiller Aviation Museum
a 501(c)3 nonprofit educational organization providing aviation and science learning opportunities

	Premium			Community		
	Aviator \$7,500	Navigator \$5,000	Explorer \$2,500	Adventurer \$1,000	Ground Crew \$500	Spectator \$250
Acknowledgment on Race Website 10,000+ page views at www.hiller.org/run	Hyperlinked Logo Top	Hyperlinked Logo High	Hyperlinked Logo Mid	Hyperlinked Logo	Logo	Listing
Race Expo Space @ Start/Finish Optional table for onsite promotion to 1,000	✓	✓	✓	✓	✓	
Goody Bag Participation Your flyers or giveaways added inside goody bag	✓	✓	✓	✓	✓	
Logo on Race T-shirt Lasting promotion on dri-fit race shirts	Top Largest	Large	Medium	✓		
Social Media Recognition 6,500+ Followers	✓	✓	✓	✓		
Logo in Hiller Happenings e-blast 14,000+ emails	3 x	2 x	✓	✓		
Recognition in Event Program Airtime in front of live audience	30-second guest spot	Brief description	Name w/ tagline	Name Announced		
Logo in Briefings Print Newsletter 11,000+ direct mail households	✓	✓	✓			
Banner @ Start/Finish Zone Sponsor banner created and displayed	Largest	Large	Large			
Logo on Official Race Poster Bay Area-wide distribution	✓	✓	✓			
101 Marquee Listing LED sign seen daily by 200,000+ on 101 freeway	2 weeks	1 week				
Donor Wall Recognition Seen by 118,000 annual Museum visitors	✓	✓				
Logo on Race Bibs Lead sponsor, largest logo on all promo materials	✓					
Recognition on Museum Homepage 132,000+ page views at www.hiller.org	✓					
# of 2K/5K/10K Race Entries Please redeem by 7-14-20	30	20	10	4	2	1
# of Museum Admission Passes May be used throughout the year	10	8	6	4	2	1

Maximize your sponsorship by confirming by June 15, 2020. Category exclusivity available by request at Premium levels. Contact Rebecca Duran at duran@hiller.org or 650-654-0200 x203 to discuss sponsorship.