

MetroLagoons

SANTA DASH 5K

December 10, 2022 | Epperson Lagoon

MetroLagoons is excited to invite you to sponsor our first ever Santa Dash 5K Fun Run. The inaugural run will take place at Epperson Lagoon and will be full of holiday cheer all evening long. Runners will complete a 3.1-mile fun run through the community of Epperson, starting and finishing at the Lagoon where participants will enjoy an after party including an interactive DJ, meet & greet with Santa, bounce houses, food trucks, drink specials, face painting, airbrush artist, and much more!

EVENT ATTENDANCE:

1,200-1,500

MARKETING REACH:

SOCIAL:

- 60K+ Facebook Followers
- 250K+ Weekly Facebook Impressions

EMAIL:

- 60K+ Email Subscribers

WEB:

- 160K+ Monthly Website Visitors



Sponsorship Packages

TITLE SPONSOR: \$5,000

- Logo placement on website
- Recognition in all event-related emails
- Recognition in all event-related social posts
- Logo placement on all race day participant shirts
- Recognition as Presenting Sponsor with prominent logo placement on all marketing collateral (digital & print)
- Acknowledgment by event MC
- Enjoy a day at MetroLagoons including one (1) Premium Cabana and ten (10) Day Passes
- 10 Race Registrations

GOLD: \$3,500

- Recognition in event description
- Recognition in event-related email (2)
- Recognition in event-related social posts (3)
- Enjoy a day at MetroLagoons including one (1) Cabana and eight (8) Day Passes
- Logo placement on all race day participant shirts
- 8 Race Registrations

SILVER: \$2,000

- Acknowledgment in event description
- Recognition in event-related email (1)
- Recognition in event-related social posts (2)
- Enjoy a day at MetroLagoons including (4) Day Passes
- Logo placement on all race day participant shirts
- 6 Race Registrations

BRONZE: \$1,000

- Recognition in event description
- Recognition in event-related social posts (1)
- Logo placement on all race day participant shirts
- 4 Race Registrations

THE MORE THE MERRIER: \$250

- Group name on all race participant shirts
- 4 Race Registrations



Interested in additional sponsorship opportunities?
Email events@metrolagoons.com to create a custom sponsorship.