



39th Annual Mistletoe Run

December 3, 2022
775 West End Boulevard
Winston-Salem NC 27101

MISTLETOE RUN 2022



SPONSOR FORM

Celebrate the 39th Annual Mistletoe Half Marathon, 5K and Fun Run on Saturday, December 3rd, 2022. The YMCA is a 501(c)3 non-profit organization and proceeds from the Mistletoe Run will benefit children's programs at the YMCA. Thank you for supporting our cause!

YES, I WOULD LIKE TO SPONSOR THE MISTLETOE RUN!

Business/Organization Name: _____

Contact Person: _____

Mailing address: _____

City: _____

State: _____ Zip: _____

Email address: _____

Phone #: _____ Cell #: _____

WILLIAM G. WHITE, JR. FAMILY YMCA QUICK FACTS

BRANCH MEMBERS: 9,170

MONTHLY BRANCH VISITS: 15,500

OUR NETWORK: 4,690+ social media followers

NUMBER OF RUNNERS: 2,487 runners in 2021

VOLUNTEERS: 150+ volunteers in 2021

We raised over 55k to enable the children in our community to participate in youth programs like swim lessons, youth sports and after-school care at the Y.

THANK YOU FOR SUPPORTING
OUR CAUSE!

Reservation deadline for Sponsors: August 1, 2022

Return this form and payment to:

WILLIAM G. WHITE, JR. FAMILY YMCA

775 West End Boulevard

Winston-Salem NC 27101

Attention: Mistletoe Run Sponsorship



INDICATE CHOICE BELOW	LEVEL OF SPONSORSHIP	DESCRIPTION
FILLED FOR 2022	Presenting	<ul style="list-style-type: none"> • Brand featured on all Event related Banners • Brand featured on all Print Ads • Brand featured on all Television PSA spots • Brand featured on all Radio PSA spots • Brand Featured on all Social Media Channels • Logo on Start & Finish Line Banners • Brand featured in Runner's Bag • Brand featured on Race Bibs • Brand featured in all Participant Email Blast • Brand featured in all Volunteer Email Blast • Brand featured at 15 Y Branch Locations • Brand featured on The Mistletoe website • Booth Space at Packet Pick Up • Recognition in Race Day Announcements • Brand displayed on jumbotron on race day • VIP Room/Tent Passes (10) • VIP Parking Passes (2) • Complimentary Race Registration (10) • Complimentary Race T-Shirts (10)
FILLED FOR 2022	Race Zone \$7500 VIP Zone: Food Zone Kid Zone Finish Line	<ul style="list-style-type: none"> • Brand featured on Designated Zone Banners/Signage • Brand featured on Event Maps • Brand featured on Race Shirts • Brand featured in Runner's Bag • Brand featured in 2 Participant Email Blasts • Brand featured in 1 Volunteer email Blast • Brand featured at 15 Y Branch Locations • Brand recognized on Social Media channels • Brand featured on The Mistletoe website • Booth Space at Packet Pick Up • Recognition in Race Day Announcements • VIP Tent Passes (8) • VIP Parking Passes (1) • Complimentary Race Registration (8) • Brand displayed on jumbotron on race day • Complimentary Race T-Shirts (8)
	Water Stop \$5000 Warwick/Arbor Oaklawn Reynolda Village	<ul style="list-style-type: none"> • Brand featured on Water Stop Banners/Signage • Brand featured on Race Shirts • Brand featured in Runner's Bag • Brand recognized on Social Media channels • Brand featured on The Mistletoe website • Recognition in Race Day Announcements • VIP Tent Passes (6) • Complimentary Race Registration (6) • Complimentary Race T-Shirts (6)
	Silver \$2,500	<ul style="list-style-type: none"> • Company name/logo in Mistletoe Run brochures • Medium business logo on the Mistletoe Run T-shirts • Recognition on race website • Recognition on race social media pages: Facebook and Instagram (4x) • Inclusion of products, brochure or coupon in goodie bags/run packets • Four (4) complimentary race registrations • Four (4) complimentary race t-shirts
	Bronze \$1,000	<ul style="list-style-type: none"> • Company name/logo in Mistletoe Run brochures • Small business logo on 2,500 Mistletoe Run T-shirts • Recognition on race website • Recognition on race social media pages: Facebook and Instagram (2x) • Inclusion of products, brochure or coupon in goodie bags/run packets • Two (2) complimentary race registrations • Two (2) complimentary race t-shirts
	In-Kind Gifts	Will be based on dollar amount and will receive that sponsorship level. For more information please contact mistletoe@ymcanwnc.org .
	Calling All Volunteers	We welcome all business staff, college students, and community members to volunteer at the Mistletoe Run and Post-Race Party; please contact mistletoe@ymcanwnc.org for more information.

For more information, contact Mistletoe Race Director at mistletoe@ymcanwnc.org.
 Please email a high resolution black & white (.ai or .eps logo file) and a high resolution color (.jpg logo file) to:
mistletoe@ymcanwnc.org