



2016 North Carolina Torch Run Sponsorship Opportunities

Premier Sponsor: \$30,000

Exclusivity:

- Industry exclusivity with the Torch Run for one year, with first right of refusal for same sponsor level the following year.

Marketing/Business to Business:

- Ability to use the NC LETR name/marks to promote your support of Special Olympics NC and NC LETR.
- Logo placement on SONC's website for the Torch Run including link to your website.
- Logo placement on more than 16,000 Torch Run

T-shirts sold statewide by law enforcement officers.

- Logo placement on the annual Torch Run poster, distributed statewide.
- Logo placement on signage at all state level fundraisers and NC Torch Run Kickoff Conference.

Event Recognition:

- Invitation to attend the President's Reception at SONC Summer Games Opening Ceremonies.
- Recognition during SONC state-level competitions.
- Recognition during NC Torch Run Conference.

Public Relations/Social Media:

- Statewide news release announcing partnership.
- Company name mention in all Torch Run news releases.
- Logo placement on NC LETR Facebook page.

Gold Sponsor: \$15,000

All of the above except Exclusivity and a news release announcing partnership.

Silver Sponsor: \$10,000

All of the above except Exclusivity and a news release announcing partnership.

Bronze Sponsor: \$6,000

All the above except Exclusivity, news release announcing partnership and the ability to use the NC LETR name/marks to promote your support.