

IMPACT YOUR COMMUNITY

In 2020, DWS hosted more than 300 participants and over 350 volunteers, we raised \$21,000 to give back to our five local charity partners. Over the last eight years, we have distributed \$204,500. With your help we hope to continue to increase those numbers, community awareness, and participation in this annual event. During COVID-19, we reimagined the DWS and established a new way of operating to ensure everyone involved would be as safe as possible. We will continue to operate under these new procedures until local and federal health officials allow us to go back to previous safety procedures.

MORE INFORMATION

GWC's ninth annual Discover Whitewater Series: Half Marathon, 5K, and W3 Fit Kid Shuffle* will be held September 19, 2021. We have committed to providing as safe a race as possible, while keeping it a purely athletic event. The race will feature the City of Whitewater with the intention to promote tourism and showcase the beauty of Whitewater.

*Offering the W3 Fit Kid Shuffle and Kids Korral is dependent on health protocols set in place at the time of the race.

About our charity partners:

Our five local charity partners strive to better the Whitewater community in different ways and all DWS proceeds are evenly distributed to each partner. Our partners are Bethel House of Whitewater Inc, Whitewater Unified School District for Academic Excellence, J-Hawk Aquatic Club, Whitewater LEADS, and Working for Whitewater's Wellness.

Who we are:

The Greater Whitewater Committee, Inc (GWC) is an organization made up of business and community leaders. Our goals are to educate, advocate, and develop ideas that make Whitewater a destination of choice to visit and live. It is for this reason GWC decided to introduce the Discover Whitewater Series in 2013 and joined forces with the entire community to create an event that showcases the City of Whitewater and all it has to offer residents and visitors alike.

CONTACT US

For questions or more information, please contact:

JEFFERY KNIGHT

Executive Director

920.728.0662

Jpk@KnightPublicAffairs.com

RACE INFORMATION

P.O. Box 41

Whitewater, WI 53190

Info@RunWhitewater.com



THANK YOU TO OUR COMMITTED SPONSORS!



Presents Whitewater's 9th Annual



HALF MARATHON . 5K

9.19.2021

SPONSORSHIP

Learn how you can be part of this
exciting ninth-year event

Give. Build. Reward.

DISCOVER WHITEWATER SERIES SPONSORSHIP GUIDE

SPONSORSHIP OPPORTUNITIES*

Your Brand On: **

	Title \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Award Cer- emony/Post- Race Area \$750	Entertainment Sponsor*** \$750	Kids Korral Sponsor \$500	Gel Station * \$350	Water Station** \$300 + 6-10 Volunteers	Mile Marker \$150
Banners	logo									
Advertisements	logo	logo	name							
Event Flyers	logo	logo	name	name	name	name	name			
Back of T-Shirts	logo	logo	name	name	name	name	name			
Posters	logo	logo	name	name	name	name	name			
Monthly Newsletters	logo	logo	name	name	name	name	name			
Race Website	logo	logo	name	name	name	name	name	name	name	name
Registration Website	logo	name	name	name	name	name	name	name	name	name
Thank You Advertisements	logo	logo	logo	logo	logo	logo	logo	name	name	name

Other:

Press Release Covering Your Sponsorship	x									
Spotlight Article in Monthly Newsletter	x									
Signage (provided by sponsor) at Start/Finish	x	x								
Spotlight Post on Facebook	x	x	x	x						
Complimentary Entries to Race	10	8	6	4	4	4	4	2	2	
Booth at Packet Pick-Up and Finish Line	x	x	x	x	x	x	x	x	x	
Insert (provided by sponsor) in Virtual Race Bag	x	x	x	x	x	x	x	x	x	x
Insert (provided by sponsor) in Volunteer Virtual Race Bag	x	x	x	x	x	x	x	x	x	x
Link to Sponsor Company Website on Race Website	x	x	x	x	x	x	x	x	x	x
Signage at Event (at appropriate location)	x	x	x	x				x	x	x
Banner at Event (at appropriate location)					x	x	x			

* Please note: This is not an exhaustive list — it will be our pleasure to work with and accommodate you so your business is confident in the value of your partnership.

** Size permitting

Additional Opportunities

\$300 - Table at Registration
\$100 - Virtual Race Bag Insert
For non-sponsor organizations

Title Sponsors ONLY

\$1,000 - 100 yard signs displayed featuring company logo
\$1,000 - Sponsorship of virtual race bag

In-Kind Sponsorship

Donate In-Kind Item(s) (Sponsorship level based on wholesale value of donation)

* Only 1 Gel Station is available for sponsorship.

** Only 13 Water Station sponsorship opportunities are available.

*** Only 1 Entertainment slot is available for sponsorship. Must provide entertainment for On Course and Post-Race Celebration.

SPONSORSHIP COMMITMENT FORM

SPONSORSHIP OPPORTUNITIES

PLEASE CHECK EACH BOX THAT APPLIES:

☐ Title Sponsor \$5,000

FOR TITLE SPONSORS ONLY! EXCLUSIVE EXTRA OPPORTUNITIES

☐ 100 Yard Signs with Logo \$1,000

☐ Sponsorship of Virtual Race Bag \$1,000

☐ Gold Level Sponsor \$2,500

☐ Silver Level Sponsor \$1,000

☐ Bronze Level Sponsor \$500

☐ Award Ceremony/Post-Race
Sponsor \$750

☐ Kids Korral Sponsor \$500

☐ Entertainment Sponsor \$500

☐ Gel Station Sponsor \$350

☐ Water Station Sponsor \$300

☐ Mile Market Sponsor \$150

NON-SPONSORSHIP OPPORTUNITIES

☐ Table at Registration \$300

☐ Virtual Race Bag Insert \$100

☐ In-kind Item(s): _____



Presents Whitewater's
9th ANNUAL



PLEASE MAKE CHECKS PAYABLE TO:
DISCOVER WHITEWATER SERIES

405 PANTHER COURT
WHITEWATER, WI 53190

SPONSORSHIP COMMITMENT FORM

It would be an honor to partner with you in sponsorship for the Discover Whitewater Series! With your commitment, we are better able to make this event a success, giving race participants a reason to come back year after year to discover Whitewater!

SPONSOR INFORMATION

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Telephone Number: _____

Fax Number: _____

Email Address: _____

WE KINDLY REQUEST YOUR RESPONSE

Questions? Please feel free to contact:

Jeffery Knight

Executive Director

920.728.0662

Jpk@KnightPublicAffairs.com



Greater Whitewater Committee, Inc.

