

# IMPACT YOUR COMMUNITY

The Greater Whitewater Committee, Inc. (GWC) has joined forces with community members and organizations to create an event that promotes the City of Whitewater and all it has to offer residents and visitors alike. In 2023, DWS hosted more than 465 participants and over 250 volunteers. We raised \$20,000 to give back to our four local charity partners. Over the last eleven years, we have distributed over \$274,500. With your help we hope to continue to increase those numbers, community awareness, and participation in this annual event.

# MORE INFORMATION

GWC's twelfth annual Discover Whitewater Series: Half Marathon and 5k will be held Sunday, September 22, 2024. We have committed to providing as safe a race as possible, while keeping it fun and purely athletic. The race will feature the City of Whitewater with the intention to promote tourism and showcase the beauty of Whitewater.

## About our charity partners:

Our four 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, J-Hawk Aquatic Club, Whitewater LEADS, and UW-Whitewater's Foundation- Athletics.

## 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**

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Jpk@KnightPublicAffairs.com

## RACE INFORMATION

P.O. Box 41

Whitewater, WI 53190

Info@RunWhitewater.com



# THANK YOU TO OUR COMMITTED SPONSORS!



Presents Whitewater's 12th Annual

# DISCOVER WHITewater SERIES

A graphic element of the Discover Whitewater Series logo, showing a silhouette of a runner on a path that curves around a stylized city skyline.

HALF MARATHON . HALF TEAMS . 5K

# 9.22.2024

# SPONSORSHIP

Learn how you can be part of  
this exciting event!

Give. Build. Reward.

# START

Discover Whitewater Series

# DISCOVER WHITEWATER SERIES SPONSORSHIP GUIDE

## SPONSORSHIP OPPORTUNITIES\*

	Title \$5,000	Gold \$2,500	Silver \$1,000	Award Ceremony \$1,000	Bronze* \$500	Entertainment Sponsor** \$750	Kids Korral Sponsor \$500	Gel Station*** \$350	Water Station \$300 + 6-10 Volunteers	Mile Marker \$150
<b>Your Brand On: **</b>										
Banners	logo									
Advertisements	logo	logo	name	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
<b>Other:</b>										
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	x					
Complimentary Entries to Race	10	8	6	6	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)

\* Half Marathon Team Awards with a Restaurant Sponsorship. Twelve \$25 gift certificates and \$200 must be provided to cover the cost of trophies.

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

\*\*\* Only 1 Gel Station is available for sponsorship.

# 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 Sponsor \$1,000

Kids Korral Sponsor \$500

Team Awards Sponsor \$500

Entertainment Sponsor \$750

Gel Station Sponsor \$350

Water Station Sponsor \$300

Mile Marker Sponsor \$150

## NON-SPONSORSHIP OPPORTUNITIES

Table at Registration \$300

Virtual Race Bag Insert \$100

In-Kind Item(s): \_\_\_\_\_

\_\_\_\_\_



Presents Whitewater's 12th annual



**PLEASE MAKE CHECKS PAYABLE TO:**  
DISCOVER WHITEWATER SERIES

P.O. Box 41  
WHITEWATER, WI 53190

# SPONSORSHIP COMMITMENT FORM

It would be an honor to partner with you in sponsorship for the Discover Whitewater Series! Your commitment allows us 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

