



## PCVRC SPONSORSHIP

The mission of our club is to encourage the sport of running as a fun and healthy activity for people of all ages and all backgrounds in the Delaware area. Funds (and goods/services) from sponsors help Pike Creek Valley Running Club fulfill this purpose. A portion of these funds is donated to certain other non-profit organizations that we are affiliated with.

PCVRC seeks to partner with local businesses & groups willing to assist our club in return for recognition and the best possible value for their efforts. "Levels" of sponsorship help us ensure consistent and fair treatment to all. Besides member dues, the greatest source of club revenue is support of specific events (races) or general sponsorship of PCVRC. Visit [www.PCVRC.com](http://www.PCVRC.com) or contact any board member for details.

**Diamond Level Sponsor** (DDC Title Sponsor) \$2000/yr minimum  
*Limited to one entity and demonstrates top level partnership with our club:*

- Sponsor name prominent on front of all DDC 15K and 5K race shirts (or other promo item)
- Largest size single color logo displayed on all DDC 15K race shirts (back) (or other promo item)
- Logo w/link displayed at top of sponsor list on every page of the PCVRC web site
- Sponsor's name noted and announced as "Presenting Sponsor" at DDC 15K/5K
- Non-compete rights with other potential Diamond, Platinum or Gold sponsors
- One line ad in every club online bulletin (emailed to all members) for one year (12+)
- Option to display promotional materials at the annual club banquet
- All items in "**Sponsor Benefits**" list below

**Platinum Level Sponsor** (DDC 15K Presenting Sponsor) \$1500/yr minimum  
*Limited to one entity and demonstrates partnership with our club.*

- Noted as presenting sponsor on front of all DDC 15K shirts (or other promo item)
- Logo appears in 2nd position on website & DDC 15K & 5K shirt backs (or other promo item)
- One line ad in every club online bulletin (emailed to all members) for one year (12+)
- Option to display promotional materials at the annual club banquet
- All items in "**Sponsor Benefits**" list below

**Gold Level Sponsor** (DDC 5K Presenting Sponsor) \$1000/yr minimum  
*Limited to one entity and demonstrates partnership with our club.*

- Noted as presenting sponsor on front of all DDC 5K shirts (or other promo item)
- Logo appears in 3rd position on website & DDC 15K & 5K shirt backs (or other promo item)
- One line ad in every club online bulletin (emailed to all members) for one year (12+)
- Option to display promotional materials at the annual club banquet
- All items in "**Sponsor Benefits**" list below

**Silver Level Sponsor** \$750/yr minimum  
*Opportunity to affiliate with the club in exchange for premium benefits:*

- Prominent single color logo displayed on all DDC 15K race shirts (or other promo item) for one year
- Logo w/link displayed prominently on every page of the PCVRC web site
- Non-compete rights with other potential Silver & below level sponsors
- One line ad in every club online bulletin (emailed to all members) for one year (12+)
- Option to display promotional materials at the annual club banquet
- All items in "**Sponsor Benefits**" list below

**Bronze Level Sponsor** \$500/yr minimum

*Opportunity to affiliate with the club in exchange for premium benefits:*

- Single color logo displayed on all DDC 15K race shirts (or other promo item)
- One line ad in every club online bulletin (emailed to all members) for one year (12+)
- Option to display promotional materials at the annual club banquet
- All items in “**Sponsor Benefits**” list below

**Club Sponsor** \$250/yr minimum

*Partner with the club in return for sponsorship benefits:*

- Single color logo displayed on all DDC 15K race shirts (or other promo item)
- All items in “**Sponsor Benefits**” list below

**Sponsor Benefits – all Diamond through Club Sponsors receive:**

- Logo w/link displayed on every page of the PCVRC mobile-friendly web site
- Logo w/link on sponsor page of [www.DDC15K.org](http://www.DDC15K.org) website
- Sponsor’s name noted on annual club banquet program & during DDC race announcements
- Option to display sponsor banner and provide coupons and promotional material at DDC 15K.
- Reserved spot on sponsor web page for brief statement and logo
- Ability to use sponsorship of club in marketing materials (partner with, affiliated with, etc.)
- Ability to post a discount offering to members on PCVRC member benefits web page

**Friends of PCVRC** \$100/yr minimum

*The opportunity for organizations and individuals to support the club through a donation of cash or goods and services in exchange for recognition:*

- Logo w/link and company description on Sponsor page of PCVRC web site
- Ability to post a discount offering to members on PCVRC member benefits web page

**Pike Creek Valley Running Club** is a 501(c)(3) non-profit organization through our affiliation with Road Runners Club of America (RRCA). Donations are tax-deductible.

PCVRC was founded in 1982 by runners who resided in the Pike Creek area of New Castle County, Delaware. We are dedicated to promoting physical fitness through running. Although comprised primarily of Delaware runners from the Newark and Wilmington areas, we have members from other parts of Delaware and surrounding areas of Maryland, Pennsylvania and New Jersey.

We welcome runners of all levels of ability from beginning joggers to highly competitive road racer to marathoners. PCVRC currently has over 160 families and individual members. We are a social club and very supportive of all our member's running goals. Most importantly, we have a great time running.

**Checks may be made payable to “PCVRC” and mailed to:**

**PCVRC - PO Box 3259 - Wilmington, DE 19804**

Website: [www.PCVRC.com](http://www.PCVRC.com)

Email: [run@pcvrc.com](mailto:run@pcvrc.com)

Phone: 302-633-1482 (Ray Christensen, Sponsor Coordinator)

9/1/21