Running of the Hogs 2023

SPONSORSHIP PACKET
MARCH 11, 2023

UREC University Recreation

ARKANSAS ALUMNI

Sponsorship Information

All sponsors will have the opportunity for company/organizational exposure depending on the level of sponsorship chosen. Please review the following options our planning committee has put together.

All sponsors will have an on-site event space for a tent/table/vendor space.

Boss Hog Bundle: $500

- Start/finish line signage
- Registration page
- Social media
- Race box insert
- Award ceremony recognition

Pork Chop Package: $250

- Registration page
- Social media
- Race box insert

Additional Options

Race box insert	**$100**
Award medals sponsor	**$300**

See Sponsorship Breakdown page for package and item descriptions.

Other Sponsorship Opportunities

If you would like to be a sponsor for Running of the Hogs via in-kind donation options, please review the list of possible materials needed for the race:

Material items for participant race box:

- Coupons
- Gift cards
- Sample of your products
- Stickers
- Apparel
- Full size products
- Gift cards
- Vouchers

Other items may be supplied – please see contact information below for inquiries, no perishable items as these boxes will be sent in the mail to participants.

Consumable goods to provide race day participants and/or volunteers:

- Electrolyte drink mix (single serving or bulk)
- Granola bars
- Bagels
- Reduced price catering service

Other items may be supplied – please see contact information below for inquiries.

Sponsorship Breakdown

On-site Sponsor Presence
All sponsors will have the opportunity to be present at the event. The Running of the Hogs committee will provide you with a space upon request. If you are interested in being present for race day, please let us know.

Boss Hog Bundle Description
- Start/finish line signage: Sponsors will have the opportunity to be placed on the start/finish line arch or on stand-alone signage placed near the start/finish. *(Limited to six sponsors)*
    - Arch signage requirements: Sponsor must provide banner. There are four sponsorship banner spots available on the start/finish arch. Banners must be 31.5" width by 27.5" height and come with grommets. Vinyl banners are recommended. *(Banners pictured on last page of packet)*
    - Stand-alone signage: Sponsor must provide banner. There are two available stand-alone sponsorship banner spots. Each sponsor will have their banner on one of the stand-alone signs. Banners must be 5' width by 3' height. Vinyl banners are recommended. *(Banners pictured on last page of packet)*
- Award ceremony recognition: Sponsors will be recognized by our master of ceremonies through loudspeakers during the award ceremony.
- Registration page: Sponsor logos will be placed on the home page of our registration website.
- Social media: Sponsors will be recognized with a post-race @urecarkansas Instagram feed post. Sponsors that have on-site race day presence will be featured through live Instagram coverage during the event.
- Race box insert: Sponsors will provide a preferred item (sticker, pamphlet, small product, etc) to be placed inside the race boxes that all runners will receive with registration. Additional options for race box inserts can be discussed with the committee if needed.

Pork Chop Package Description
- Registration page: Sponsor logos will be placed on the home page of our racer registration website.
- Social media: Sponsors will be recognized with a post-race @urecarkansas Instagram feed post. Sponsors that have on-site race day presence will be featured through live Instagram coverage during the event.
- Race box insert: Sponsors will provide a preferred item (sticker, pamphlet, small product, etc) to be placed inside the race boxes that all runners will receive with registration. Additional options for race box inserts can be discussed with the committee if needed.

Additional Options

- Race box insert: Sponsors will provide a preferred item (sticker, pamphlet, small product, etc) to be placed inside the race boxes that all runners will receive with registration. Additional options for race box inserts can be discussed with the committee if needed.
- Award medals sponsor: Sponsor logo/name will be engraved on all medals. Medals will be given to the top three finishers in the student and adult categories and the top finisher for the youth and senior adult categories for the 5k and 10k races. This sponsor will also be recognized by our master of ceremonies through loudspeakers during the award ceremony. Awards medal sponsor must be filled by February 10th, 2023. (*Limited to one sponsor*)

Secure your sponsorship

Limited sponsorship opportunities will be given on a first-come, first-served basis.

If you would like to sponsor Running of the Hogs, please contact Lauren Alter or the ROTH committee member you are in contact with via email with your planned sponsorship. If none of the sponsorship options resonate with you, we are happy to discuss more options. A pick-up date for banners, other materials, and digital logo files will be arranged prior to March 2023. **Thank you for your support!**

Contact Information:

Lauren Alter
832-335-4009
lralter@uark.edu

About Running of the Hogs

Event Information
On March 11, 2023, University Recreation at the University of Arkansas, in conjunction with the Arkansas Alumni Association, will be hosting the sixth annual Running of the Hogs. Running of the Hogs is a campus road race featuring a 5k, 10k, and 1-mile "Hog Jog" options. Our core group of participants include university students and staff, members of the alumni association, and NWA community members.
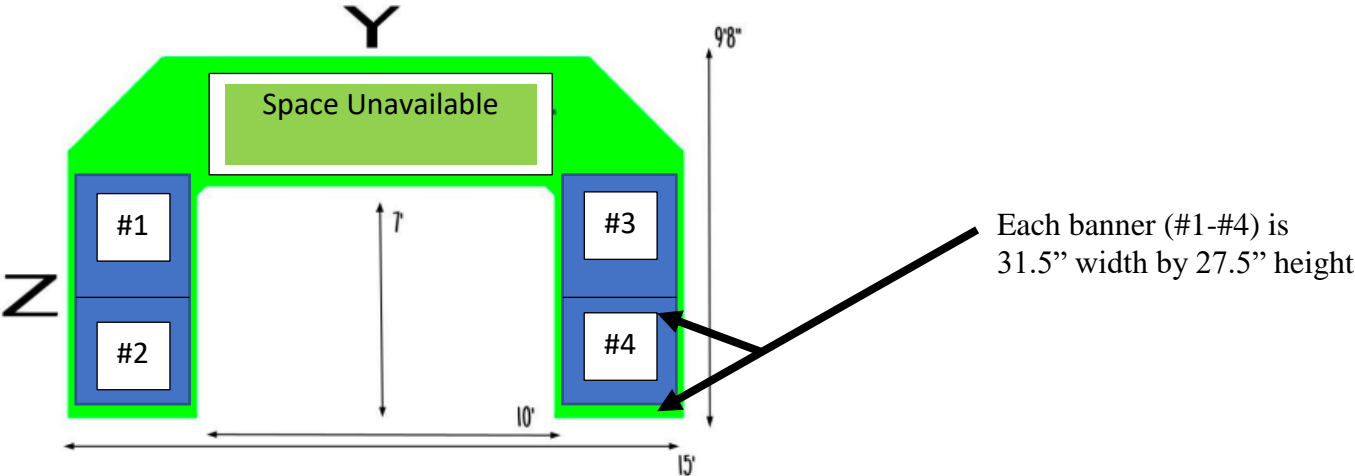
Running of the Hogs offers both in-person and virtual race formats for participants. Running of the Hogs is anticipating approximately 500 total participants from both formats.

Event Schedule
Participant check-in will begin at 7:00am. The 10k race will begin at 8:00am and the 5k will begin around 8:15am. The Hog Jog will start at 8:30am. The awards ceremony will start at the conclusion of the Hog Jog.

Sponsorship Banner Guide

- Start/Finish Arch Banners

Y

Space Unavailable

#1   #3

Z

#2   #4

9'8"

7'

10'

15'

Each banner (#1-#4) is 31.5" width by 27.5" height

- Start/Finish Stand-Alone Banners

5'

Your
LOGO
Here

3'

Banner / Sign Size = 5' x 3'