



City of Troy
 500 W. Big Beaver Rd. Troy, MI 48084
 248.524.3330
 frightful5k@troy.mi.gov
<http://www.troy.mi.gov/frightful5k>

2016 SPONSORSHIP LEVELS

PLATINUM PHANTOM	GOLDEN GOBLIN	SILVER SCARECROW	BRONZE BAT
\$1000 or more	\$500 - \$999	\$250 - \$499	\$100 - \$249
Premier logo placement on race T-shirt	Logo placement on race T-shirt	Logo placement on race T-shirt	Name on race T-shirt
Feature on website	Feature on website	Mention on website	Mention on website
Inclusion of your promotional materials in participant goody bags	Inclusion of your promotional materials in participant goody bags	Inclusion of your promotional materials in participant goody bags	Inclusion of your promotional materials in participant goody bags
Feature on social media	Feature on social media	Mention on social media	Mention on social media
Logo on flyers and other event materials	Logo on flyers and other event materials		
Public mention at event	Public mention at event		
Five complimentary race registrations	Three complimentary race registrations		

IN-KIND DONATIONS

- Media/Advertising partner**
 All the benefits included in Platinum Phantom Level
- Refreshments sponsor** **\$300**
 Logo placement at the refreshment stations
 All the benefits included in Silver Scarecrow level
- Finish line sponsor** **\$700**
 Exclusive logo placement on the finish line banner
 All the benefits included in Golden Goblin level
- Mile marker sponsor** **\$150**
 Logo placement on mile markers
 All the benefits included in Bronze Bat level
- Water station sponsor** **\$300**
 Logo placement on signage at the water station
 All the benefits included in Silver Scarecrow level

