

# hear

INDIANA



## RUN FOR SOUND

### Sponsorship Information

**EVENT DATES: OCT 3 - OCT 17, 2022**

The Run for Sound is by far the biggest annual gathering of our community. In the past, we've had more than 700 attendees and raised over \$100,000 for children with hearing loss.

We publicize this event to our widest audience, including 5,000+ email subscribers, as well as the broader Indianapolis community through targeted advertising. This year, the Run for Sound will reach an even larger audience as a **virtual event** that includes walking and cycling, and is not limited by geographic location.

Please support the Hear Indiana community via our biggest event of the year. You won't regret taking part in our 19th annual virtual Run for Sound!

| SPONSORSHIP BENEFITS   | \$500 | \$1000 | \$2500 | \$5000 | \$7500<br><small>LIMIT: 1</small> |
|--|-------|--------|--------|--------|-----------------------------------|
| Sponsor name on event website  | ◇     | ◇      | ◇      | ◇      | ◇                                 |
| Sponsor name listed in promotional materials   | ◇     | ◇      | ◇      | ◇      | ◇                                 |
| Sponsor name on back of race participant t-shirt                                     | ◇     | ◇      | ◇      | ◇      | ◇                                 |
| Special recognition within participant race packet                                   | ◇     | ◇      | ◇      | ◇      | ◇                                 |
| Your promotional items included in participant race packet*                          |       | ◇      | ◇      | ◇      | ◇                                 |
| Sponsor logo on event website  |       |        | ◇      | ◇      | ◇                                 |
| Hyperlinked ad in email blasts to 5,000+ emails                                      |       |        | ◇      | ◇      | ◇                                 |
| Sponsor logo on back of race participant t-shirt                                     |       |        | ◇      | ◇      | ◇                                 |
| Sponsor logo included on participant race packet mailer                              |       |        | ◇      | ◇      | ◇                                 |
| Ad in registration confirmation email  |       |        |        | ◇      | ◇                                 |
| Social media feature   |       |        |        | ◇      | ◇                                 |
| One dedicated email blast featuring only presenting sponsor ad                       |       |        |        |        | ◇                                 |
| Presenting sponsor logo shown as year-round partner on Hear Indiana homepage         |       |        |        |        | ◇                                 |
| Presenting sponsor name and logo listed alongside event (presented by X)             |       |        |        |        | ◇                                 |
| Presenting sponsor name included in PSAs, radio, and TV advertising (when available) |       |        |        |        | ◇                                 |
| Presenting sponsor recorded video on event website                                   |       |        |        |        | ◇                                 |

\*Limitations on size and weight of items. Please contact Hear Indiana for publishing/printing deadlines.

Go to [hearindiana.org/sponsor](https://hearindiana.org/sponsor) or email [kate.hanley@hearindiana.org](mailto:kate.hanley@hearindiana.org) to find out more about sponsorship opportunities.