



2021 SPONSORSHIP PACKAGES

On September 12, 2021, we are hosting our annual “Jog in the Fog” 5K fun run/walk in the neighborhood and are seeking sponsors for the event. Net proceeds from the event will support the important work the Richmond District YMCA is doing in the areas of Youth Development, Healthy Living, and Social Responsibility during these challenging times.

Presenting Sponsor \$7,500 1 available

The Presenting sponsor receives event title placement as “{Sponsor} presents The Richmond District Jog in the Fog” on:

- Up to 800 race t-shirts (main logo)
- Race website <https://www.joginthefog.com/> and email communications to race registrants
- Mention on Jog in the Fog Facebook and Twitter pages
- Inclusion in all articles about the race on richmondsfblog.com (20,000 readers/month)
- YMCA of San Francisco publicity: website, email (53,355 people on mailing list with about 20,000 unique opens), Facebook (6,948 likes), Twitter (2,997 followers), Instagram (2,673 followers)
- Highlighted sponsor of the Finish Line festivities
- Tabling opportunity at the finish line on Sunday, 9/12/21 from 7:30-9:30am
- 20 race entries

T-Shirt Sponsor \$5,000 1 available

The T-Shirt Sponsor will host t-shirt pick up for Jog in The Fog participants

- 800 race t-shirts (large logo)
- Race website (joginthefog.com), and email communications to race registrants
- Mention on Jog in the Fog Facebook and Twitter pages
- YMCA of San Francisco publicity: website, email (53,355 people on mailing list with about 20,000 unique opens), Facebook (6,948 likes), Twitter (2,997 followers), Instagram (2,673 followers)
- Option to host a pop-up t-shirt pick up
- Highlighted sponsor of the Finish Line festivities
- Tabling opportunity at the finish line on Sunday, 9/12/21 from 7:30-9:30am
- 15 race entries

Finish Line Ceremony Sponsor \$2,500 1 available

The Finish Line Ceremony Sponsor will host the end of race event at Land’s End

- 800 race t-shirts (small logo)
- Race website (joginthefog.com), and email communications to race registrants
- Mention on Jog in the Fog Facebook and Twitter pages
- Opportunity to collaborate with Richmond District Y to create the Finish Line Ceremony program. Activities may include photo booth, race winner medal presentation, group exercise, family obstacle course, etc.

- YMCA of San Francisco publicity: website, email (53,355 people on mailing list with about 20,000 unique opens), Facebook (6,948 likes), Twitter (2,997 followers), Instagram (2,673 followers)
- Highlighted sponsor of the Finish Line festivities.
- Tabling opportunity at the finish line on Sunday, 9/12/21 from 7:30-9:30am
- 8 race entries

Elite Sponsor \$1,000 5 available

- 500 race t-shirts (small logo)
- Race website (joginthefog.com), and email communications to race registrants
- Mention on Jog in the Fog Facebook and Twitter pages
- YMCA of San Francisco publicity: website, email (53,355 people on mailing list with about 20,000 unique opens), Facebook (6,948 likes), Twitter (2,997 followers), Instagram (2,673 followers)
- Highlighted sponsor of the Finish Line festivities.
- Tabling opportunity at the finish line on Sunday, 9/12/21 from 7:30-9:30am
- 4 race entries

Junior Sponsor \$500 10 available

- Race website (joginthefog.com)
- Mention on Jog in the Fog Facebook and Twitter pages
- YMCA of San Francisco publicity: website, email (53,355 people on mailing list with about 20,000 unique opens), Facebook (6,948 likes), Twitter (2,997 followers), Instagram (2,673 followers)
- Tabling opportunity at the finish line on Sunday, 9/12/21 from 7:30-9:30am
- 2 race entries

Mile Rock Sponsor 1 available (can be added to any package above)

Provide an all-ages prize that up to 300 participants can pick up at the finish line after completing the bonus portion of the course on the Mile Rock stairs at Land's End. Sponsor signage will be placed near the challenge point.