



Dear Potential Sponsor,

On behalf of USATF ALASKA, we would like to extend this opportunity to you and your organization to become a partner with us.

ABOUT USATF

We are the National Governing Body for track & field, long distance running and race walking in the United States. The USATF ALASKA Association territory includes the entire state of Alaska. USATF encompasses the world's oldest organized sports, the most-watched events of Olympic broadcast, the No. 1 high school and junior high school participatory sport and more than 30 million adult runners in the United States.

MISSION STATEMENT

USA Track & Field drives competitive excellence and popular engagement in our sport.

WHAT WE DO

As the National Governing Body, USATF fulfills a range of critical leadership roles and functions for the sport, including:

- Developing, selecting and leading Team USATF - the World's No. 1 team - at the Olympics, World Championships and scores of other international events each year. Roughly 700 athletes of all ages wear a Team USA uniform in any given year.
- Establishing grassroots programs, such as the Junior Olympics, to help develop the future stars of the sport.
- Promoting programs of training and competition for men and women and boys and girls of all ages.
- Establishing and enforcing the rules and regulations of our sport.
- Sanctioning more than 8,000 events each year.
- Providing administrative and financial sponsorship support in connection with certain USATF national championships events.
- Providing insurance to sanctioned events, member clubs and member-athletes.
- Certifying race courses for accuracy and validating records.
- Conducting Coaching Education courses to educate coaches of all levels, across the country.

USATF ALASKA
WWW.ALASKA.USATF.ORG
2440 TUDOR RD #955
ANCHORAGE, AK 99507
907.854.4863.



The pursuit of excellence may best characterize who we are and what we do. More than 130,000 Americans are members of USATF. Our member organizations include the NCAA, NAIA, Road Runners Club of America, Running USA and the National Federation of State High School Associations. USATF ALASKA is one of fifty-seven associations who oversee the sport and its more than 3,000 clubs at the local level, with thousands of volunteers keeping track & field vibrant on the local and national levels.

HOW YOU CAN HELP

As a nonprofit organization (Tax ID 92-0088545), we rely on the generosity of partners to meet our funding and programming needs. We can build a sponsorship package to fit any budget, but our ultimate goal is to develop a long-term relationship with Alaska Airlines. We invite you to support USATF ALASKA as we pave the way for professionalism and success for

SPONSORSHIP PACKAGES

LEAD SPONSOR

- \$8,000
- Three (3), one-year commitments, which means the sponsor will commit to providing sponsorship each year for three years
- TITLE SPONSOR OPTION: +\$2,000 gives Title Sponsorship of either the Big C Relays, Brian Young Invitational or Great Alaska Mile Series

PACKAGE INCLUDES

- USATF ALASKA Banner displaying your company logo/name as a LEAD Sponsor (Note 1)
- USATF ALASKA Pop-Up Tent displaying your company logo/name (Note 1)
- Your company logo/name and links on the USATF Alaska Association website as a LEAD Sponsor
- Your company logo/name and links on the event website as a LEAD Sponsor
- Your company logo/name and advertising in digital program when utilized (Note 2)
- Place printed materials in team packets when utilized (Note 2)
- Your company logo/name placement on the meet t-shirts, when shirts are made available (Note 2)
- Promotional space available for your use (Note 2)
- Four (4) dedicated PA announcements per meet day (Note 2)
- Mentioned as a LEAD Sponsor during media communications (Note 2)
- Twenty-five (25) season passes for the Big C Relays, Brian Young Invitational and Great Alaska Mile Series
- Access to Hospitality Area
- With the Option:
 - o Named as Title Sponsor with your company logo/name on all marketing and advertising
 - o Prominent Branding
 - o Your company logo/name on all meet t-shirts
 - o Prime advertising space on event website and digital program
 - o Eight (8) additional dedicated PA announcements per meet day of this event
 - o Authority to design the event logo (not to include the USATF logo)

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- o Ability to provide creative design to the meet website and digital media, programs, etc.
- o Prominent free-standing signage positions (signage provided by sponsor)
- o Authority to use event logo/images in your advertising
- o Additional twenty-five (25) season passes
- o Discuss a "Rights of First Refusal" clause

PLATINUM SPONSOR

- \$5,000
- Three (3), one-year commitments, which means the sponsor will commit to providing sponsorship each year for three years
- SPECIAL EVENT OPTION: +\$1000 gives sponsorship of either the FASTEST ALASKAN or PENTATHLON at the Big C Relays

PACKAGE INCLUDES

- USATF ALASKA Banner displaying your company logo/name as a PLATINUM Sponsor (Note 1)
- USATF ALASKA Pop-Up Tent displaying your company logo/name (Note 1)
- Your company logo/name and links on the USATF Alaska Association website as a PLATINUM Sponsor
- Your company logo/name and links on the event website as a PLATINUM Sponsor
- Your company logo/name and advertising in digital program when utilized (Note 2)
- Place printed materials in team packets when utilized (Note 2)
- Your company logo/name placement on the meet t-shirts, when shirts are made available (Note 2)
- One (1) Promotional space available for your use (Note 2)
- Promotional space available for your use (Note 2)
- Three (3) dedicated PA announcements per meet day (Note 2)
- Ten (10) season passes for the Big C Relays, Brian Young Invitational and Great Alaska Mile Series
- Access to Hospitality Area
- With the Option:
 - o Named as Special Event Sponsor with your company logo/name on all marketing and advertising
 - o Prominent Branding
 - o Prime advertising for your company logo/name and links on the Special Event website and digital program
 - o Three (3) additional dedicated PA announcements per meet day of this event
 - o Dedicated PA announcements to introduce your event
 - o Two (2) Prominent free-standing signage positions (signage provided by sponsor)
 - o Dedicated trophies for both boys and girls
 - o Authority to use event logo/images in your advertising
 - o Additional Ten (10) season passes
 - o Discuss a "Rights of First Refusal" clause

Note 1: The banner displayed at every track meet, cross country meet, championships and events where USATF ALASKA is involved. The pop-up tent is used in the athlete's area on or near the field or in the stands. Both the banner and pop-up tent will receive full expose during the events.

GOLD SPONSOR

- \$2,500
- Three (3), one-year commitments, which
- EVENT OPTION: +\$200 gives sponsors!

Note 2: USATF ALASKA Events include – The Big C Relays, Brian Young Invitational, All-Comers Meets (4), Great Alaska Mile Series and USATF Alaska Championships which include – Junior Olympic Track & Field; Association

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PACKAGE INCLUDES

- USATF ALASKA Banner displaying your company logo/name as a GOLD Sponsor (Note 1)
- USATF ALASKA Pop-Up Tent displaying your company name (Note 1)
- Your company logo/name and links on the USATF Alaska Association website as a GOLD Sponsor
- Your company logo/name and links on the event website as a GOLD Sponsor
- Your company logo/name and advertising in digital program when utilized (Note 2)
- Two (2) dedicated PA announcements per meet day (Note 2)
- Five (5) season passes for the Big C Relays, Brian Young Invitational and Great Alaska Mile Series
- With the Option:
 - o Ownership of one event at either the Big C Relays or Brian Young Invitational
 - o Advertising space on event website and digital program
 - o Dedicated PA announcements to introduce your event
 - o One (1) Free-standing signage position (signage provided by sponsor)
 - o Event award with your name
 - o Authority to use event logo/images in your advertising
 - o Additional Five (5) season passes
 - o Discuss a "Rights of First Refusal" clause

SILVER SPONSOR

- \$1,500
- Three (3), one-year commitments, which means the sponsor will commit to providing sponsorship each year for three years

PACKAGE INCLUDES

- USATF ALASKA Banner displaying your company name as a SILVER Sponsor (Note 1)
- USATF ALASKA Pop-Up Tent displaying your company name (Note 1)
- Your company logo/name and links on the USATF Alaska Association website as a SILVER Sponsor
- Your company logo/name and links on the event website as a SILVER Sponsor
- Your company logo/name and advertising in digital program when utilized (Note 2)
- Two (2) mentions as a sponsor per meet day (Note 2)
- Three (3) season passes for the Big C Relays, Brian Young Invitational and Great Alaska Mile Series

SPECIAL EVENT SPONSOR

- \$2,500
- Three (3), one-year commitments, which means the sponsor will commit to providing sponsorship each year for three years

PACKAGE INCLUDES

- Ownership of either the FASTEST ALASKAN or PENTATHLON at the Big C Relays
- Prime advertising for your company logo/name and links on the Special Event website and digital program
- Two (2) dedicated PA announcements per meet day at the Big C Relays
- Dedicated PA announcements to introduce your event
- One (1) Free-standing signage position (signage provided by sponsor)
- Dedicated trophies for both boys and girls
- One (1) Promotional space available for your use at the Big C Relays
- Authority to use event logo/images in your advertising
- Five (5) season passes for the Big C Relays
- Discuss a "Rights of First Refusal" clause

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EVENT SPONSOR

- \$500
- Three (3), one-year commitments, which means the sponsor will commit to providing sponsorship each year for three years

PACKAGE INCLUDES

- Ownership of one event at either the Big C Relays or Brian Young Invitational
- Advertising space on event website and digital program
- Dedicated PA announcements to introduce your event
- One (1) Free-standing signage position (signage provided by sponsor)
- Event award with your name
- Authority to use event logo/images in your advertising
- Three (3) season passes for either the Big C Relays or Brian Young Invitational
- Discuss a "Rights of First Refusal" clause

Note 1: The banner displayed at every track meet, cross country meet, championships and events where USATF ALASKA is involved. The pop-up tent is used in the athlete's area on or near the field or in the stands. Both the banner and pop-up tent will receive full expose during the events.

I am/We are pleased to support USATF

Note 2: USATF ALASKA Events include – The Big C Relays, Brian Young Invitational, All-Comers Meets (4), Great Alaska Mile Series and USATF Alaska Championships which include – Junior Olympic Track & Field; Association

Sponsoring Company / Individual: _____

Contact Name: _____

Address: _____

Phone: _____ . Email: _____

Please provide a digital copy of your company logo to:

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