MCKEE SOUTHERN 6
TRAIL RACE

Sponsorship Application

	Supporter ≥ $200 (Limit: 15)	Bronze ≥ $500 (Limit: 8)	Silver ≥ $1000 (Limit: 4)	Gold ≥ $2000 (Limit: 2)	Presenter ≥ $5000 (Limit 1)
Included on thank-you and course map flier in race packets	name	name	logo	logo	Logo
Contribute item/media to race packets	✔	✔	✔	✔	✔
Acknowledged in race-follow up email	✔	✔	✔	✔	✔
Acknowledged by emcee	✔	✔	✔	✔	✔
Booth space ($150 value)		✔	✔	✔	✔
WSMC Classical 90.5 Underwriting: 15 sec. ($25 value ea.)		4	15	30	50
Free race entries ($35 value ea.)			3	6	15
Logo and link on race website			✔	✔	✔
Logo on race t-shirt			✔	✔	✔
Included on race ad fliers			logo	logo	logo
Chute banner with logo				✔	✔
Custom message in race follow-up email				✔	✔
Logo on finish line banner					✔
Race naming rights					✔
Race logo design					✔

All sponsorships must be received by 1/10/27 to guarantee inclusion in race advertising/media.

Return completed form to:

Adventure Programing - Southern 6
Southern Adventist University
P.O. Box 370
Collegedale, TN 37315
Email: adventureprogramming@southern.edu
Phone: 423-236-2416

Southern 6 Impressions* Per Sponsor Tier	Supporter ≥ $200 (15 total)		Bronze ≥ $500 (8 total)		Silver ≥ $1000 (4 total)		Gold ≥ $2000 (2 total)		Presenter ≥ $5000 (1 total)	
	Included?	*Impressions*	*Included?*	*Impressions*	*Included?*	*Impressions*	*Included?*	*Impressions*	*Included?*	*Impressions*
- Included on thank-you and course map flier in packets	name	602	name	602	logo	602	logo	602	logo	602
- Contribute items to packets	X	250	X	250	X	250	X	250	X	250
- Acknowledged in race follow-up email	X	250	X	250	X	250	X	250	X	250
- Acknowledged by emcee	X	704	X	704	X	704	X	704	X	704
- Booth space			X	352	X	352	X	352	X	352
- 0:15 WSMC Classical 90.5 underwriting slots			4	108,000	8	216,000	20	540,000	20	540,000
- Free race entries					3	3	6	6	15	15
- Logo and link on race website					X	1,250	X	1,250	X	1,250
- Logo on race t-shirts					X	2,500	X	2,500	X	2,500
- Logo on race ad fliers/banners					X	11,500	X	11,500	X	11,500
- Chute banner with logo							X	704	X	704
- Custom message in race follow-up email							X	250	X	250
- Logo on finish line banner									X	704
- Race naming rights									X	4,580,056
- Race logo design									X	counted above
One-on-one interpersonal impressions:	0		352		355		358		367	
Physical race media impressions:	1,556		1,556		15,556		16,260		16,964	
Electronic race media impressions:	250		250		1,500		1,750		1,750	
Radio impressions:			108,000		216,000		540,000		540,000	
Race name impressions:									4,580,056	
Total impressions:	1,806		110,158		233,411		558,368		5,139,137	
Cost per impression:	$0.111		$0.005		$0.004		$0.004		$0.001	

***Impression: defined as one instance of an indvidual hearing or seeing your branding/name or interacting with a representative of your organization.**

Contact: adventureprogramming@southern.edu or 423-236-2416 with questions.

MCKEE SOUTHERN 6
TRAIL RACE

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip_____

Office Phone (____) _____ Cell Phone (____) _____

Email _____

Choose Race Sponsorship:

☐ **Presenter**	**$5,000 (**filled)
☐ **Gold**	**$2,000**
☐ **Silver**	**$1,000**
☐ **Bronze**	**$ 500**
☐ **Supporter**	**$ 200**

☐ Mail Invoice
☐ Email Invoice
☐ No Invoice needed

Race Information:

When: February 21, 2027. Race start is 11:00 am. Packet pickup is 9:30 am to 10:45 am.
Where: Hickman Science Center, 4843 Colcord Drive, Collegedale, TN, 37363

Sponsorship registration due by 1/10/27 to guarantee inclusion in race advertising/media.

Signature: _____ Date:_____

For Internal Use Only (once approved, send form to Advancement for processing)**:**

Event Staff Approved: _____ Date:_____

Advancement: _____ Received Date:_____