

2023 Sponsor Kit



HONDA
Federal Credit Union

PUMPKIN
DASH 5K



About

The Honda Federal Credit Union Pumpkin Dash 5k enters its 13th year and is held on each Thanksgiving Day morning in the heart of Marysville, Ohio. The event is a Community Tradition which brings out family and friends from all surrounding towns, cities and counties.

Since 2011, the Pumpkin Dash 5k has attracted over 9,000 participants. In addition to those waiting at the finish line for their loved ones, there are many families whose homes line the course who come out and cheer the participants long.

What makes this event special is that it brings people together for a morning of some healthy enjoyable fun. Not to be outdone by their parents, the Little Pumpkin Dashers also get to enjoy a quick sprint of their own event.



The Numbers

Expected Attendace



1,200 Participants

Gender Participation (%)



44%



56%

Average Age



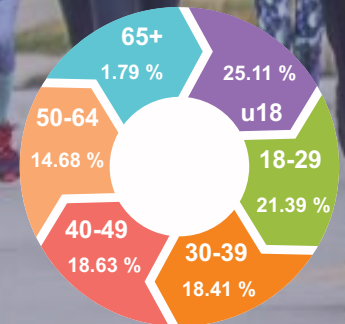
32
Years



33
Years

Top Ten Cities Represented

1. Marysville
2. Bellefontaine
3. Richwood
4. Plain City
5. Dublin
6. Columbus
7. Ostrander
8. Milford Center
9. West Liberty
10. West Mansfield



Sponsorship Pricing

Package Pricing

A la Carte Pricing

\$75	Social media post exclusively promoting sponsor.
\$150	Sponsor logo listed on the event website.
\$200	Sponsor logo listed on event emails to registrants.
\$250	Sponsor allowed to place promo material in race bags.
\$250	Sponsor 10x10 booth space at event.
\$250	Sponsor exclusive email to event registrants.
INCL	Sponsor logo on the back of participant t-shirts
INCL	Sponsor ad in participant guide
INCL	Sponsor complimentary race entries
INCL	Sponsorship agreement announcement via social media.
INCL	Sponsor naming rights to the event (Presenting)
INCL	Sponsor logo on banner and/or signage on finish line barricades.

Supporting \$350	Official \$750	Presenting \$2,500
	● x2	● x3
●	●	●
●	●	●
●	●	●
●	●	●
	●	● x2
●	●	●
Quarter Page	Half Page	Full Page
x2	x4	x8
●	●	●
		●
	●	●

Types of Sponsorship

- Financial
- Value-in-Kind
- Media
- Promotional

Sponsorship Opportunities

- Hospital
- Financial
- Insurance
- Law Firm
- Chiropractic
- Real Estate
- Grocery
- Massage
- Restaurant

