

We are structuring our sponsorship in the same way we did last year . Please see the sponsorship options and let me know which option suits you the best.

Sponsorship can be provided by the sponsor in two ways either in product or in dollars or a combination of the two.

The amount your business provides in sponsorship determines what the Byron Bay Lighthouse run will offer you in terms of advertising and marketing opportunities leading up to and at the event and to all our participants and the wider community.

This is a 100% charity event and as the event organisers we do not take any remuneration, everything is donated. It costs approximately \$12000 to put on the event so this is where we start our sponsorship level from and it decreases down from here.

Sponsorship Options ;

\$12000

This will make you the events major sponsor your business name will appear in the logo (which has been re designed this year) and you will have your name on the event poster as the Byron Bay Lighthouse run brought to you by... (your business name)

Your business will be advertised on our website.

We will include Regular posts across our social media channels advertising your business .

You will also be able to have flags or banners at the start and finish line of the event and in the presentation area. Your business logo will be on our TV and newspaper advertisements . We will also include your business details on a mail out to all participants via our news letter.

And finally your logo would be put on the giveaway prize for all participants. (an idea to absorb some of this sponsorship which is also good advertising would be to purchase 6-10 marquees to use in registration and massage area)

\$10000

Your business will be advertised on our website. For this you will have your logo on our event poster as a major sponsor we will include Regular posts across our social media channels advertising your business . You will be able to have flags or banners at the start and finish line of the event. Your business logo will be on our TV and newspaper advertisements. We will also include your business details on a mail out to all participants via our news letter.

\$8000

Your business will be advertised on our website. this you will have your logo on our event poster as a major sponsor we will include Regular posts across our social media channels advertising your business . you will be able to have flags or banners at the start and finish line of the event. And your business name at 2water stations.

\$4000

Your business will be advertised on our website. this you will have your logo on our event poster as a major sponsor we will include Regular posts across our social media channels advertising your business . You will be given 3 water station to have your banner across. water station brought to you by.... (your business) we have 5 stations

\$2000

Your business will be advertised on our website.
You will be on the event poster under other sponsors category. We will include posts across our social media channels advertising your business.

\$1000

You will be on the event poster under other sponsors category. We will include posts across our social media channels advertising your business.

Event Partner

This would be a business or organisation that has a sporting event and cross promotes our event and or a business that can provide a prize for our random prize draw.

We will include posts across our social media channels advertising your business.

There will be a mention of your business at the event as the prize is handed out, and a list of your business on the poster thanking all those donating prizes.

I would really appreciate a decision on what you can provide and what level of sponsorship suits best within the next two weeks as we will be starting our advertising and marketing campaign at the beginning of may.

Thank you for your time, I look forward to hearing from you shortly.

Kind regards

Lisa Parkes

Event Organiser

Byron Bay Lighthouse Run