



**Sunday, May 30, 2021**

Mohawk Harbor, Schenectady, NY

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Welcome to the inaugural Miles on the Mohawk! This new race is directed by [ARE Event Productions](#), a Capital Region based endurance event company that has been producing and assisting races across the country since 2003. We are thrilled with the potential for a grand event staged from Mohawk Harbor that showcases Schenectady County.

We invite you to become a sponsor and help make the event an experience that the participants love. Our aim is to create a high quality, “major city race production” with the convenience and advantages of the venue and surrounding community. Our experience providing services to over 1,500 races, including the NYC Marathon and Nike Women's Half Marathon in San Francisco, has guided and inspired our vision for the experiential underpinnings of our events, and we place great emphasis on the entire overall experience, from signing up to seeing one's post-race photos, and everything in between.

We have received national recognition for our efforts to keep racing alive throughout the past year, and encourage you to watch this [video](#) for a look at how we've done that. In addition, [this document](#) summarizes the changes that were made. [This webpage](#) contains additional documents and operational plans you may find of interest.

Thank you for your consideration of being our partner in promoting health, happiness, and personal fulfillment. If you have questions about any of these sponsorship opportunities or simply want to learn more about the race and our mission, do not hesitate to contact us. We can be reached at [events@areep.com](mailto:events@areep.com) or (518) 320-8648.

*Appreciatively,*

*The Miles on the Mohawk Production Team at ARE Event Productions*



[www.MilesOnTheMohawk.com](http://www.MilesOnTheMohawk.com)



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What makes this event stand out:

- Safely produced by a professional, energetic, and respected team with national race production experience
- The inspiring and exciting staging locations at Mohawk Harbor and Mabee Farm
- Fast courses along the Mohawk-Hudson (Erie Canal) Bike Path
- Live progress updates so that friends and family can keep track of their loved ones on the course
- A major event feel with ample event flags, signage, and related marketing collateral
- Quality giveaways and keepsakes that continue to build the brand of the event
- Upbeat entertainment and announcing

Your partnership will assist us in producing a first-class event and experience for our participants from across the Capital District, neighboring states, and beyond.



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## TITLE SPONSORSHIP - \$20,000

Be our most prominent partner in promoting health and community through the event. This can take the form of direct contribution, in-kind donations toward event needs, or a combination of both. As the title sponsor:

1. All event promotions/Social Media presence will be revised/stated as:

**The YOUR COMPANY NAME Miles on the Mohawk**

2. Receive all perks associated with the Platinum Sponsorship
3. 4 x 12' flag pole banners, for use at the start and finish lines, showing the event logo and your logo
4. Company name on the winner's tape broken by the top male and female to finish (typically covered by media)
5. Company name on all participant photos





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## PRIMARY SPONSORSHIP TYPES

	Bronze \$100	Silver \$250	Gold \$500	Diamond \$1,000	Platinum \$2,000
Announced at Event	✓	✓	✓	✓	✓
Appear on Event Website	✓	✓	✓	✓	✓
Social Media Announcement		✓	✓	✓	✓
Complimentary Entries		1	2	3	5
Printed on Sponsor Posters			✓	✓	✓
Logo on Mile Marker			✓	✓	✓
Logo on Event Shirts				✓	✓
Corporate Banner Display <i>Provide us with 2 banners to place by the finish.</i>				✓	✓
Logo on Race Bib				✓	✓
Logo on Finish Structure					✓

Please note that April 27 is the deadline to appear on the bib and finish structure. The deadline for the shirts is TBD.

All other materials will be printed no sooner than May 12.

## ACTIVATION SPONSORSHIPS

### Mile Marker Sponsor - \$150/location (25 available)

An 8' flag pole banner will be placed at each mile. Mile Marker sponsors get their logo placed prominently on one of these. You are welcome to indicate your preferred location(s) or have us choose.

### Race Photography Sponsor - \$2,500 (1 available)

Free digital photos will be integrated into each participant's personal results page. The images will have a non-obstructing watermark showing the event logo, title sponsor (if applicable) and your company logo.



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## SPONSORSHIP FORM

This can also be done online at <http://www.MilesOnTheMohawk.com/#sponsors>

Please circle your sponsorship level(s):

**Mile Marker**  
\$150

**Photo**  
\$2,500

**Bronze**  
\$100

**Silver**  
\$250

**Gold**  
\$500

**Diamond**  
\$1,000

**Platinum**  
\$2,000

Additional Information/Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your Name: \_\_\_\_\_ Your Phone: \_\_\_\_\_

Your Title: \_\_\_\_\_ Your Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mail to Miles on the Mohawk, c/o AREEP, PO Box 38195, Albany, NY 12203

Checks should be made out to AREEP (Credit card payments can be made online - contact us at [events@areep.com](mailto:events@areep.com) to do so.)