



# 2024 PARTNERSHIP OPPORTUNITIES



***New ways to get involved: Bold logo jerseys and generous scholarship program!***

Now in its seventh year, the **Sheetz-to-Sheetz Trail Run** has become a "must-do" event among local runners looking for a unique, fun, and challenging experience. We'd love for you to be a part of this popular community event! Your generous sponsorship enables us to host and expand the event and to raise funds for local children in need!

In return, your business will receive significant exposure within a key demographic: predominantly middle-aged, active adults with disposable income. Professional marketing includes social media, event web sites, video productions, digital newsletters, printed signs, race day announcements, and briefings to local government. New this year, Platinum-level partners will have their **logo prominently featured on our bold new race jerseys** that are sure to be a hit!



## Race Support & Outreach

Each spring, the Sheetz-to-Sheetz Trail Run brings hundreds of runners to King George to enjoy camaraderie and laughs along a beautiful trail. With your help, we can promote wellness and togetherness to a world that needs more of both. Your generous sponsorship helps us cover the considerable expenses of hosting a point-to-point trail race, enabling us to attract more runners, offer more fun surprises and spread more happiness! In addition, Platinum- and Gold-level partners will have an opportunity to **directly assist our new scholarship program** by donating their free race entries to high school or low-income athletes!



## Giving Back

A portion of proceeds from this event benefit **Sheetz For the Kidz™** and other local charities. Created in 1992, Sheetz For the Kidz provides thousands of children every year with warm clothes, bedding, and toys to help them experience the joys of the holiday season. King George's three Sheetz stores directly support 48 kids in need in the King George area! Your generous sponsorship and donated **raffle items** enable us to give more proceeds to worthy causes like this.

**Help us make a difference for local kids!**



## At-a-Glance

The Sheetz-to-Sheetz Trail Run is a 14-mile, non-competitive endurance event held each spring in rural King George, Virginia. Participants run the historic and peaceful Dahlgren Railroad Heritage Trail from one Sheetz convenience store in the middle of the county to another Sheetz store in the town of Dahlgren. The event is known for its fun, laid-back vibe, great finisher items, and unique aid stations serving pie, Peeps™, and s'mores along the secluded course.



**23**  
HOURS TO SELL OUT 2023



**400**  
RUNNERS AND VOLUNTEERS



**1,300**  
SOCIAL MEDIA FOLLOWERS



**\$15,886**  
RAISED FOR CHARITY

For more information, please visit [sheetz2sheetz.com](https://sheetz2sheetz.com) or write [info@sheetz2sheetz.com](mailto:info@sheetz2sheetz.com).



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# HOW YOU CAN HELP

We invite you to join us by taking advantage of our partnership opportunities:

**New for 2024!**

**Platinum-level sponsor logos featured on bold new race jersey!**



Commit by 11/17/23 to be included on the jersey mock-up featured during registration!

- 1. Platinum, Gold, Silver or Bronze-Level Partner** - Your one-time donation enables us to host and grow this community event. All in attendance will be well-aware of your generous support through a broad range of media – before, during, and after the event! See the table below for the benefits offered at each level.
- 2. Hotel Partner** - In exchange for a small donation, participating hotels near the finish line will be featured as the only official lodging options in direct marketing campaigns to hundreds of out-of-area runners.
- 3. Restaurant Partner** - Through a broad mix of media (signs, maps, flyers, social media), we will direct over 350 hungry finishers, volunteers, and their families to nearby participating restaurants.
- 4. In-Kind Partner** - Donations of goods and services are much-appreciated and acknowledged at the level corresponding to the value of the donation. For example, donating food valued at \$250 entitles the donor to *Bronze Partner* benefits. Optionally, the donor may upgrade with a \$250 sponsorship donation add-on to reach the next level of benefits (*Silver Partner*, \$500+).

PARTNERSHIP PACKAGES	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	HOTEL OR RESTAURANT PARTNER
	\$1,500+	\$1,000+	\$500+	\$250+	\$100+
● LOGO FEATURED ON BOLD NEW FINISHER JERSEY <b>(DUE 2/2/24)</b>	•				
FREE RACE JERSEY FOR BUSINESS OWNER	•				
“SPONSOR SPOTLIGHT” NEWSLETTER ARTICLE	•				
FREE RACE ENTRIES (BIB ONLY) <b>(REDEEM OR DONATE BY 2/2/24)</b>	2	1			
LOGO FEATURED ON RACE BIBS <b>(DUE 2/29/24)</b>	•	•			
PHOTOGRAPHIC PRINT SUITABLE FOR OFFICE DISPLAY	•	•			
LOGO FEATURED ON FINISHER TOWEL <b>(DUE 2/15/24)</b>	•	•	•		
LOGO ON BANNER AT START/FINISH	•	•	•		
LOGO ON EVENT EMAIL COMMUNICATIONS	•	•	•	•	
RACE DAY RECOGNITION BY ANNOUNCER	• PRIORITY	•	•	•	•
WEB SITE RECOGNITION (LOGO WITH CLICK-THROUGH LINK)	• PRIORITY PLACEMENT	•	•	•	•
SOCIAL MEDIA RECOGNITION (FACEBOOK, INSTAGRAM)	• DEDICATED BOOSTED POST	• DEDICATED POST	• DEDICATED POST	• GROUP POST	• GROUP POST
PROMOTIONAL MATERIALS INCLUDED IN RACE BAGS	•	•	•	•	•
HEAVILY ADVERTISED AS AN OFFICIAL HOTEL/RESTAURANT FOR THE EVENT LOGO ON SIGNS, MAP, FLYERS & SOCIAL MEDIA POSTS “WELCOME, RUNNERS!” BANNER DISPLAYED AT BUSINESS					•

**Got a gift card or item to donate? Ask us about our *charity-benefit raffle!***



# 2024 PARTNER DONATION FORM



Name of Business/Organization: \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Partnership Levels:

Platinum Level (\$1,500+)

Gold Level (\$1,000+)

Silver Level (\$500+)

Bronze Level (\$250+)

Hotel Partner (\$100+)

Restaurant Partner (\$100+)

Platinum (2) and Gold (1) levels come with free race entries (bib only)! If you don't have runners to gift them to, you can easily donate them back to the community. **Each free entry you donate to our scholarship program enables a high school or low-income athlete to participate for free!**

\_\_\_\_\_ Number of complimentary entries to donate to the scholarship program (0-2)

\_\_\_\_\_ **Platinum Only:** Size of free race jersey (order at least 1 size larger than normal)

## In-Kind Donation of Goods and/or Services:

Item(s): \_\_\_\_\_

Approximate Value: \$\_\_\_\_\_

Upgrade with payment to reach next Partnership Level:

Donating \$\_\_\_\_\_ to reach **Platinum Partner** (\$1,500+)

Donating \$\_\_\_\_\_ to reach **Gold Partner** (\$1,000+)

Donating \$\_\_\_\_\_ to reach **Silver Partner** (\$500+)

Donating \$\_\_\_\_\_ to reach **Bronze Partner** (\$250+)



Please make checks payable to **Race Fund Adventures, LLC** and mail to:

**Race Fund Adventures, LLC**  
**12205 Cleydael Blvd**  
**King George, VA 22485**

*Invoices available upon request.*

*Not affiliated with Sheetz, Inc.*



*Thank you for your generous support!*

**Chris Chalkley, RRCA Certified Race Director**

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