



PRESENTING THE GENESEE
VALLEY HARRIERS (GVH)

LIVE-WELL-NOW

SPONSOR DRIVE

LIVE
Positively
WELL
Nutritionally
NOW
Challenge yourself

A community sponsorship campaign as part of a drive to develop the "whole" person regardless of age.

Brought to you by :
Genesee Valley Harriers Running Club
(a 501 (c) 3 organization).
Member of USA Track and Field Niagara Association

A promotional poster for the 2011 USATF National Masters 5K X-Country Championships. The poster features a central image of runners silhouetted against a bright, hazy background. Text on the poster includes the event title, date (October 22, 2011), and location (Center Park, Fairport, New York). It also includes the GVH logo, the USA Track & Field logo, and the website <http://www.gvh.net>. The poster is surrounded by smaller images: a group of runners on a trail, a group of people at a summit, a woman in a running vest, a group of people with hands in a huddle, and a runner on a trail. The entire poster is set against a red background.

What is the LIVE WELL NOW Campaign?

Olga Huber
National 50K
Trail Champ
2016 at 46 yrs.
old!



GVH has long recognized a need to get back to the basics of healthy and positive living at all age levels. Driven by alarming obesity rates, depression, and a society that is overly focused on indoor, sedentary entertainment, GVH has taken the initiative to start this program. We believe significant help can be achieved in this basic 3-Step program. LIVE-WELL-NOW!

LIVE Positively, Eat WELL, and Challenge yourself – NOW.





How can you help?

GVH is looking for core partners that can help promote and sponsor this effort to encourage people of all ages to continue to challenge themselves, and pursue the things that can lead to a fuller life.



Key Elements of the Program

GVH Events

McMullen Mile

ALS 5K (Father's Day)

IEXC Summer XC Series (4 races)

Pete Glavin XC Series (5 races)

Mudslog

GVH Seminars

In 2011 GVH hosted former Olympic Marathon Champion and World Record Holder Joan Benoit Samuelson and Olympic marathoner John Tuttle. They wowed the High School athletes and coaches prior to conducting the National Masters 5K XC Championship at Center Park, Perinton.

Olympic Development

In 2016 GVH sent western New York's Tim Chichester to the Olympic Trials for the Marathon in Los Angeles.

GVH exists to develop the Olympian in runners of all ages especially young aspiring athletes.

But we need help!



Events, seminars and partnerships like these offer great opportunities to communicate the benefits of **Live-Well-Now** and running as a life-long pursuit. GVH would be willing to host your company at our events as invited VIP guests, or we can provide learning seminars for your team.

About the Host

GVH has many aspirations:

- Promote running in the local community.
- Educate on healthy living and the benefits of running/exercise.
- Provide a club framework and coaching to support this.
- Bring out the Olympian in everyone regardless of age
- Support our local athletes in a team environment competing all across the country
- Foster life-changing relationships between the athletes themselves and the community they live in.

Over 100
National
Champions
since 1996!



Market Reach

- ▶ **Regional and national adult runners, high school and youth runners:** *Runners spend \$125 billion on health-related goods and services.*
- ▶ **Their friends, family and co-workers:** *Supporters and family members generally have similar purchasing habits and seek advice from experienced athletes.*
- ▶ **Those with disposable income:** *16 million runners have a household income of \$75,000 or more (American Community Survey '06-'08)*
- ▶ **Well educated:** *Nearly 79% have a college degree (American Community Survey '06-'08)*
- ▶ **Those in need of running apparel:** *The average runner purchased 3.2 pairs of running shoes in the last year, which contributed to the \$2.31 billion in footwear sales (National Sporting Goods Association)*

Sponsorship Levels(annual basis)

Platinum \$5000

Sponsor receives recognition at all Genesee Valley Harriers events

Logo placement on the cover of all media related releases, promotional material and handouts, and advertising and public relations for the event

Online promotion: GVH website

Prominent placement at the display areas for your company's promotional or informational materials

Logo on mile markers and other main event banners

Prominent display of logo on participant t-shirts

GVH club membership covered for each employee per \$200 donated + entry to all GVH events.

Gold \$2,500

Organization's name and logo on the participants t-shirt

Additional signage on GVH website and event literature

Have individual banner displaying company/logo near finish line

The option to place promotional items in participant goody bags

GVH club membership covered for each employee per \$200 donated + entry to PGXC series

Silver \$250-1000

Name/logo placement on participant t-shirt

Signage on GVH website and some event literature

Additional option of placing promotional items in goody bags

GVH club membership covered for each employee per \$200 donated

Note: Limited Platinum Sponsorship Packages Available. Also, sponsors interested in possible event naming rights (e.g. GVH McMullen Mile presented by Company X) or Logo placement on GVH warm-up suits, please contact us to negotiate terms.

Process to contribute as a Sponsor

Via GVH web

Visit www.gvh.net and click on the "Donate to the Club" button. This is a quick and easy process using secure PayPal.

Snail Mail

Mail Payments to: Genesee Valley Harriers
C/O Howard Reitz, Treasurer
8 Candlewood Circle
Pittsford, NY 14534

-or- Goods/Services in Kind

Contact any of the GVH officers conveniently listed under the Contacts tab on our website at www.gvh.net to offer suggestions on how you could help us achieve our goals.

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Together we can!

- ▶ GVH would like to thank you for your consideration and teamwork!

