



North Jersey Masters presents the 42nd Annual Ridgewood Run

*With proceeds directed to local charities including
Special Olympics of New Jersey*



**Special
Olympics**
New Jersey

The 42nd Annual RIDGEWOOD RUN

*A Memorial Day Tradition
Monday, May 29th*

Why Sponsorship?

- The Ridgewood Run represents a highly desirable demographic to gain exposure to your target market
- 5K/10K races attract over 3,000 participants from the serious athlete to the occasional jogger
- Family Participants in the Fun Run number over 1,000
- 30% of participating athletes reside in Ridgewood. Another 30% are drawn from a 10-mile radius
- The estimated median household income for Ridgewood in 2012 was \$146,977, compared to the average median for New Jersey of \$69,667
- Half of all event proceeds are directed to Special Olympics of New Jersey with the balance going to support local organizations, charities and scholarships.



Sponsorship Opportunities

The Ridgewood Run is a family-focused day of events that attracts several thousand people each Memorial Day. Ridgewood is located in Bergen County, NJ and is nearby Rockland and Westchester counties in New York.

The Ridgewood Run provides an excellent opportunity to promote your business to your target audience through a wide variety of cost effective options.

Seven distinct events provide the center of activity in a festive, open-park atmosphere. Races start at 8:15 am and continue until the conclusion of the Fun Run at noon.

Please review the sponsorship details provided on the next page. Any questions? Please call or email Jerry Schragen as listed below.

North Jersey Masters Track & Field Club

P.O. Box 56, Ridgewood, NJ 07450

www.ridgewoodrun.com

Jerry Schragen, Sponsorship Chairman • jerryschragen@gmail.com • mobile: 201-637-1126



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Sponsorship Benefit Levels



Benefit	Platinum	Gold	Silver	Bronze	Contributing
	\$15,000	\$5,000	\$2,500	\$1,000	\$500
Company banner at the finish line	Yes				
Exclusive banner ad on North Jersey Masters club website	Yes				
Exclusive logo placement on full-page ad on <i>Metro Race Forum</i>	Yes				
Company logo printed on 5,000 race applications	Yes – Front	Yes			
Company logo or name will be printed on official 5K/10K T-shirts	Yes – Color	Yes			
Complimentary race entries	15	10	5	2	
Company banner on the field	Yes	Yes	Yes	Yes	Yes
Company logo (120 x 50) and/or text-link available on the Ridgewood Run website	Logo and link	Logo and link	Logo and link	Text link only	*Select one
Company name will be printed on official Fun Run T-shirt	Yes	Yes	Yes	Yes	*Select one
Field tent/table provided for promotion on race day	Yes	Yes	Yes	Yes	*Select one
Business card ad (280 x 90) in <i>Good Times</i> , NJM club newsletter	6 Issues	6 Issues	3 Issues	3 Issues	1 Issue
Access to the VIP refreshment tent on race day	Yes	Yes	Yes	Yes	Yes
Inclusion in event-related announcements and media materials	Yes	Yes	Yes	Yes	Yes
* Select one – A Contributing Sponsor at the \$500 level may select one of the three noted benefits					

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