

WHITE ROCK LAKE CONSERVANCY

CELEBRATION

WHITE ROCK

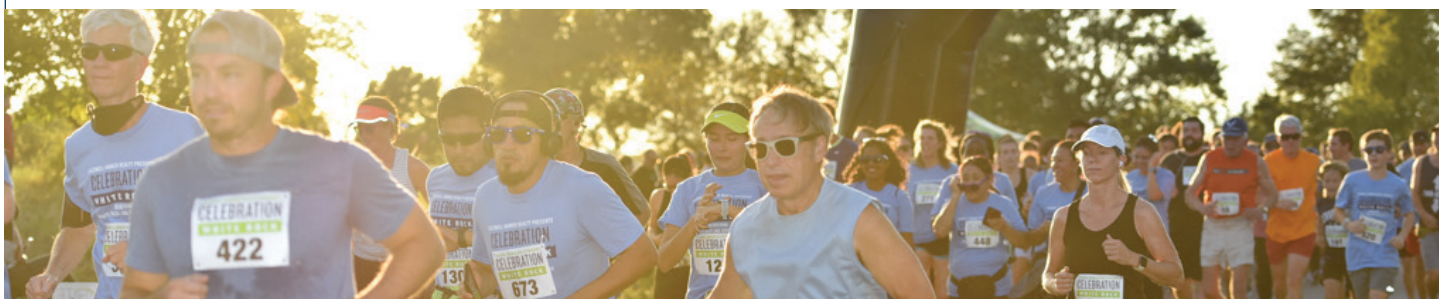
5K / 10K RUN »»» FESTIVAL

SPONSOR PACKET

APRIL 20, 2023

10K 6:00 PM | 5K 6:15 PM

WINFREY POINT AT WHITE ROCK LAKE



It's a celebration of the lake, for the lake, at the lake. The 5k & 10k run at White Rock Lake is followed by a one-of-a-kind post race party overlooking White Rock Lake at sunset.

The post run party includes:

- local food & drink (alcoholic & non)
- live music
- activities for families
- give aways from sponsors

All proceeds go directly to projects at the lake.

The mission of White Rock Lake Conservancy is to fund projects aligned with the Dallas Park & Recreation Department's vision for the park.

White Rock Lake is the largest urban lake in the United States. It spans more than 1,015 acres and has more than nine miles of trails.

Why sponsor Celebration White Rock?

- Showcase your services and products face-to-face with approximately 1,000 participants in your target market
- Reach tens of thousands of potential customers through Celebration White Rock marketing with email blasts, social media and print materials
- Be a part of a fun night at White Rock Lake, the largest urban lake in the USA! If you haven't been there at sunset this is your chance to see it. All proceeds from Celebration! go towards improvements in White Rock Lake Park.

CELEBRATION WHITE ROCK*:	2022	2021	2019	2018	2017	2016	2015	2014
Total Runners:	800	800	1,192	923	984	499	543	461
Block Party (not running):	100	89	244	186	141	160	120	70
Volunteers:	50	45	100	120	130	150	100	50
Proceeds:	\$50,000	\$75,000	\$70,000	\$50,000	\$51,021	\$42,440	\$47,000	\$17,250

BECOME A SPONSOR & BE SEEN BY @WHITEROCKDALLAS FOLLOWERS!

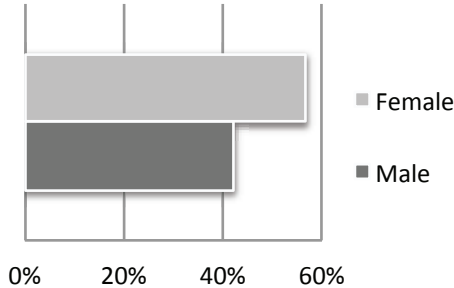
FACEBOOK:16,839+

INSTAGRAM:4,125+

TWITTER:5,928+

CELEBRATION WHITE ROCK STATS

Gender



75%

OF PARTICIPANTS
LIVE IN DALLAS

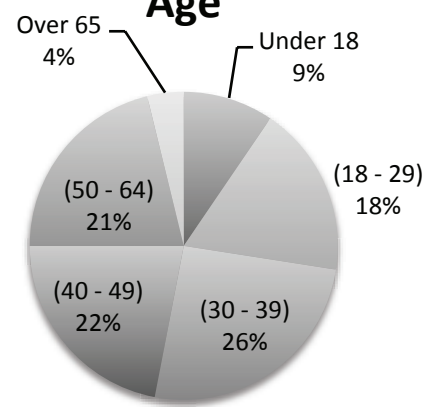
24%

OF PARTICIPANTS LIVE
IN SURROUNDING AREAS

1%

OF PARTICIPANTS LIVE OUT OF STATE

Age



1,000+ PARTICIPANTS EACH YEAR*



IT'S YOUR LAKE! RUN FOR IT.
CELEBRATIONWHITEROCK.COM

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SPONSOR BENEFITS

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PRINT DEADLINE IS MARCH 1, 2023.

YOUR SPONSORSHIP FORM & LOGO MUST BE IN BEFORE THIS DATE
TO BE INCLUDED ON PRINT MATERIALS.

	TITLE SPONSOR \$10,000	PARK KEEPER \$5,000	PARK GUARDIAN \$2,500	PARK PATRON \$1,500	MEMBER \$500
BRICK WITH LOGO AT WHITE ROCK LAKE	✓				
RECOGNITION ON EVENT LOGO & ALL EVENT MATERIALS	✓				
LOGO ON REUSABLE BAG & SIGNS ON RACE COURSE	✓	✓			
FEATURED SPONSOR AD IN E-BLAST TO OVER 3,000	✓	✓	✓		
YOUR COMPANY BANNER AT EVENT ENTRANCE	✓	✓	✓		
LOGO / NAME ON PRINT MATERIALS & T-SHIRT	✓	✓	✓		
TABLE AT THE EVENT, LOGO ON BANNER AT ENTRANCE	✓	✓	✓	✓	
TAGGED ON FB, TWITTER, INSTAGRAM (25K+ FOLLOWERS)	✓	✓	✓	✓	
LOGO / NAME & LINK ON WEBSITE	✓	✓	✓	✓	✓
INCLUDE MARKETING PIECE IN RUNNER PACKET	✓	✓	✓	✓	✓

QUESTIONS? Call 214-402-5714 or email wrlc@whiterockdallas.org | CELEBRATIONWHITEROCK.COM

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\$10,000 TITLE SPONSOR: 1 AVAILABLE

- ENGRAVED STONE WITH LOGO PLACED AT WHITE ROCK LAKE SPILLWAY - FOREVER!
- YOUR LOGO ON SIGNS ALONG THE RACE COURSES
- YOUR LOGO ON REUSABLE BAG THAT EACH RUNNER RECEIVES
- CHANCE TO SPEAK & RECOGNITION FROM THE STAGE THROUGHOUT THE POST-RACE PARTY
- EMPLOYEE VOLUNTEER OPPORTUNITIES
- HIGHLIGHTED AD OR EDITORIAL ON E-BLAST TO OVER 3,500 SUBSCRIBERS (850PX X 350PX)
- DEDICATED MENTIONS ON SOCIAL MEDIA TO OVER 25,000 FOLLOWERS
- TOP LOGO PLACEMENT ON EVENT SHIRTS (DUE MARCH 1)
- LOGO PLACEMENT ON CELEBRATION WHITE ROCK WEBSITE WITH LINK TO YOUR SITE
- LOGO PLACEMENT AT START / FINISH LINE
- 10X10' SPACE AT THE POST-RACE EVENT FOR PROMOTIONAL MATERIALS OR FREE PRODUCT SAMPLING
- OPPORTUNITY TO INCLUDE A MARKETING PIECE IN RUNNERS PACKETS (DUE APRIL 1)
- 15 COMPLIMENTARY RACE ENTRIES

WHITE ROCK LAKE CONSERVANCY

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5K / 10K RUN >>>> FESTIVAL

\$5,000–PARK KEEPER SPONSOR BENEFITS: 6 AVAILABLE

- YOUR LOGO ON SIGNS ALONG THE RACE COURSES
- YOUR LOGO ON REUSABLE BAG THAT EACH RUNNER RECEIVES AT PACKET PICK-UP
- YOUR COMPANY BANNER AT EVENT ENTRANCE
- HIGHLIGHTED AD OR EDITORIAL ON E-BLAST TO OVER 3,500 SUBSCRIBERS (850PX X 350PX)
- DEDICATED MENTIONS ON SOCIAL MEDIA TO OVER 25,000 FOLLOWERS
- LOGO PLACEMENT ON EVENT SHIRTS (DUE MARCH 1)
- LOGO PLACEMENT ON CELEBRATION WHITE ROCK WEBSITE WITH LINK TO YOUR SITE
- 10X10' SPACE AT THE POST-RACE EVENT FOR PROMOTIONING YOUR COMPANY
- OPPORTUNITY TO INCLUDE A MARKETING PIECE IN RUNNERS PACKETS (DUE APRIL 1)
- 10 COMPLIMENTARY RACE ENTRIES

\$2,500–PARK GUARDIAN SPONSOR BENEFITS:

- YOUR COMPANY BANNER AT EVENT ENTRANCE
- HIGHLIGHTED AD OR EDITORIAL ON E-BLAST TO OVER 3,500 SUBSCRIBERS (850PX X 350PX)
- DEDICATED MENTIONS ON SOCIAL MEDIA TO OVER 25,000 FOLLOWERS
- LOGO PLACEMENT ON EVENT SHIRTS (DUE MARCH 1)
- LOGO PLACEMENT ON CELEBRATION WHITE ROCK WEBSITE WITH LINK TO YOUR SITE
- 10X10' SPACE AT THE POST-RACE EVENT FOR PROMOTIONING YOUR COMPANY
- OPPORTUNITY TO INCLUDE A MARKETING PIECE IN RUNNERS PACKETS (DUE APRIL 1)
- 5 COMPLIMENTARY RACE ENTRIES

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\$1,500-PARK PATRON SPONSOR BENEFITS:

- DEDICATED MENTIONS ON SOCIAL MEDIA TO OVER 25,000 FOLLOWERS
- LOGO PLACEMENT ON CELEBRATION WHITE ROCK WEBSITE WITH LINK TO YOUR SITE
- 10X10' SPACE AT THE POST-RACE EVENT FOR PROMOTIONING YOUR COMPANY
- OPPORTUNITY TO INCLUDE A MARKETING PIECE IN RUNNERS PACKETS (DUE APRIL 1)
- 3 COMPLIMENTARY RACE ENTRIES

\$500- PARK MEMBER SPONSOR BENEFITS:

- LOGO PLACEMENT ON CELEBRATION WHITE ROCK WEBSITE WITH LINK TO YOUR SITE
- OPPORTUNITY TO INCLUDE A MARKETING PIECE IN RUNNERS PACKETS (DUE APRIL 1)
- RECOGNITION FROM THE STAGE DURING THE POST-RACE PARTY
- 1 COMPLIMENTARY RACE ENTRY

CALL 214-402-5714 OR EMAIL WRLC@WHITEROCKDALLAS.ORG | CELEBRATIONWHITEROCK.COM

INTENT TO SPONSOR FORM

WHITE ROCK LAKE CONSERVANCY
CELEBRATION!
WHITE ROCK
5K / 10K RUN »»» FESTIVAL

I WOULD LIKE TO DONATE THE FOLLOWING &
BE A PART OF THE **CELEBRATION!** WHITE ROCK:

- ☐ TITLE SPONSOR \$10,000
- ☐ PARK KEEPER \$5,000
- ☐ PARK GUARDIAN \$2,500
- ☐ PARK PATRON \$1,500
- ☐ PARK MEMBER \$500
- ☐ FOOD SPONSOR
- ☐ OTHER: _____

EVENT DAY PROCEDURES ON APRIL 20, 2023

SET UP: 3:30PM – 5:00PM

PARTY TIME: 6:30PM – 8:30PM

BREAK DOWN: 8:30PM

DONOR NAME AS TO APPEAR IN PRINT MATERIALS

FOOD BRINGING (IF APPLICABLE)

ADDRESS (STREET, CITY, STATE, ZIP)

TELEPHONE & EMAIL

CONTACT NAME & TITLE

DONOR SIGNATURE / DATE

WEBSITE TO LINK FROM YOUR LOGO ON WHITEROCKDALLAS.ORG

PLEASE TAG ME IN POSTS ABOUT CELEBRATION! WHITE ROCK ON SOCIAL MEDIA

☐ TWITTER _____

☐ INSTAGRAM _____

☐ FACEBOOK _____

MAIL THIS FORM ALONG WITH CHECK PAYABLE TO WHITE ROCK LAKE CONSERVANCY TO:
WHITE ROCK LAKE CONSERVANCY PO BOX 140227, DALLAS, TX 75214

OR PAY ONLINE AT: **CELEBRATIONWHITEROCK.COM**
& EMAIL FORM & LOGO TO **WRLC@WHITEROCKDALLAS.ORG**

White Rock Lake Conservancy is a 501(c)(3) nonprofit and your donation is tax-deductible to the extent allowed by law.