

Presented by CAPE GAZETTE



## JOIN THE *Fun* AT THE COMMONS!

Cape Gazette is teaming up with neighboring businesses, who call the Commons home, for a day of community engagement and family fun for all.

**MAY 13TH • 9AM - 5PM**

It all kicks off with a morning 5K through the Vineyards & Lewes-Georgetown Trail *plus* an all-day festival afterward including:

LOCAL BEER GARDEN | WINE TASTINGS & TOURS | PICKLEBALL TOURNAMENT | MUSICAL PERFORMANCES |  
FOOD TRUCKS | PETTING ZOO & PONY RIDES | KIDS CRAFTS | MUCH MORE FAMILY FUN!

[WWW.RUNANDFUNFEST.COM](http://WWW.RUNANDFUNFEST.COM)

*A Portion of Proceeds Benefit* **HARRY K FOUNDATION**

ARE YOU WITH US?

TONS OF  
WAYS TO  
PARTICIPATE





# SPONSORSHIPS

Benefits	Diamond \$1500 <small>*Limited availability</small>	Gold \$500	Silver \$200	Bronze \$100 <small>**Physical participation as a vendor is NOT included</small>
Name/logo listed on the back of the t-shirt	✓	✓		
Name/logo listed on event website	✓	✓	✓	✓
5K Race Registrations	4	2		
Standard 6' space at the event <small>***table/tent not provided</small>			✓	
Inclusion in sponsor thank you ad in Cape Gazette	✓	✓	✓	
Acknowledgement on Social Media	✓	✓	✓	
Standard 10' x 10' space at the event <small>***table/tent not provided</small>	✓	✓		
Name and logo on ALL ADVERTISING (print, web, radio - see Marketing Plan)	✓			

\*\* A physical space to set up a table as a vendor at the event is not included at the Bronze level.

\*\*\* Vendors are responsible for providing tables / tents (if desired) for their respective spaces.

## MARKETING PLAN

Participation in Run & Fun Fest connects organizations directly with the community and provides aid to ending childhood hunger in Delaware. Promotion of the event includes:

### WEBSITE:

www.runandfunfest.com is the exclusive promotion destination, offering event details and a list of participating vendors & sponsors.

### SOCIAL MEDIA:

- Exclusive post on Facebook Event page (boosted to targeted local audience) thanking sponsors BEFORE and AFTER the event
- Instagram content (reels/

stories highlighting sponsors). Cape Gazette Facebook page (44,400+ followers) and Instagram audience (15,000+ followers) will be utilized to promote the event.

### PRINT MARKETING:

- Press Release in Cape Gazette - Early April
- 3/31, 4/7, 4/14 Teaser (1/4 page) ads in Cape Gazette
- 4/21, 4/28, 5/5 full page ads in Cape Gazette
- 5/12 Doubletruck ad

highlighting the event details with sponsors listed

- Full page ad in Spring & Summer Festivals guide
- 1/3 page ads in DE Beach Life (April/May editions)
- Event picture page, post-event editorial coverage, check presentation published in Cape Gazette
- Post-event Thank You Doubletruck ad in Cape Gazette

### DIGITAL MARKETING:

- Premium rotation display ads

on CapeGazette.com

- Recurring native promotional posts on CapeGazette.com

### RADIO ADVERTISING:

Radio spots on local stations promoting the event and directing listeners to the website for further info.

### MOVIES AT MIDWAY:

A slide promoting the event will run from early April - May 12 in all theaters at Movies at Midway.

Contact Cape Gazette at 302-645-7700 or email [adsales@capegazette.com](mailto:adsales@capegazette.com)