

3RD ANNUAL

Presented by CAPE GAZETTE



JOIN THE *Fun* AT THE COMMONS!

Cape Gazette is teaming up with local businesses for a day of community engagement and family fun for all.

MAY 10TH • 9AM - 4PM

5K RUN OR WALK | LOCAL BEER GARDEN | CORNHOLE TOURNAMENT
PICKLEBALL TOURNAMENT | MUSICAL PERFORMANCES | FOOD TRUCKS
PETTING ZOO & PONY RIDES | KIDS CRAFTS | MUCH MORE FUN!

WWW.RUNANDFUNFEST.COM

A Portion of Proceeds Benefit HARRY K FOUNDATION

ARE YOU WITH US?

TONS OF
WAYS TO
PARTICIPATE





SPONSORSHIPS

Benefits	Diamond \$1500 <i>Limited availability</i>	Platinum \$750	Gold \$500	Silver \$200	Bronze \$100 <i>*Physical participation as a vendor is NOT included</i>
Name/logo listed on the back of the t-shirt	✓	✓	✓		
Name/logo listed on event website	✓	✓	✓	✓	✓
5K Race Registrations	4	3	2		
Standard 6' space at the event**				✓	
Inclusion in sponsor thank you ad in Cape Gazette	✓	✓	✓	✓	
Acknowledgement on Social Media	✓	✓	✓	✓	
Standard 10' x 10' space at the event **	✓	✓	✓		
Name/logo on signage at event	✓	✓			
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.

** Physical participation is encouraged but not required, a tax-deductible donation to our charitable fund may be made in lieu of vending space. 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 (62,600+ followers) and Instagram audience (18,000+ followers) will be utilized to promote the event.

PRINT MARKETING:

- Press Release in Cape Gazette - Early April
- 3/28, 4/4, 4/11 Teaser (1/4 page) ads in Cape Gazette
- 4/18, 4/25, 5/2 full page ads in Cape Gazette
- 5/9 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 9 in all theaters at Movies at Midway.

Contact Cape Gazette at 302-645-7700 or email tara@capegazette.com