



runwithpaula

EVENTS

Sponsorship Opportunities 2020

Run with Paula: Award Winning Events



2020 RWP Events Calendar

- Hippie Chick Half/Quarter Marathon, 5K | Saturday, May 9, 2020 #2500
- Helvetia Half Marathon, 10K, 5K | Saturday, June 13, 2020 #2500
- Independence Day Half Marathon, 10K, 5K | Thursday, July 4, 2020 #800
- Go Girl Trail Run | July 18, 2020 #500
- Bridge of the Goddess Half Marathon, 10K | Saturday, September 12, 2020 #1500
- Beaverton Half Marathon, 5K | Sunday, August 9, 2020 #1500
- PRC Winter 5K Series | Dec, Jan, Feb | PRC Beaverton #1000

"Once I participated in one of your events they became MY events, you put so much into them – The whole aura of your events is quite different from the other walk/run events, and I just can't wait, I'm going to try and participate in as many as I can. You get addicted to the actual task of walking or running, what a high you can get from the event and all the people involved. I love RUNWITHPAULA. Thanks again Paula!!!!"

Bobbie

Sponsorship Opportunities

Title Sponsorship: \$20,000

Gold Sponsorship: \$10,000

Silver Sponsorship: \$5,000

Bronze Sponsorship: \$3000

Stand alone opportunities:

Booth/Vendor Space: \$500

Water Station Sponsor: \$500

Mile Marker Sponsor: \$500

Goodie Bag Insert: \$300



Let's Get Started!

TITLE

Commitment: \$20,000 Cash Sponsorship

- Company name featured in title of event
- Limited to 1 partner per event - 15 complimentary race entries
- Logo placement on RWP Website
- Logo on Race Bib Number and official race photos
- Logo on Race T-shirt
- Packet Pick Up Sampling
- Goodie Bag Insert
- Pre-Event Guest Speaking Opportunities
- Dedicated Social Media/Email Campaigns x 3 Including:
 - Facebook
 - Twitter
 - Instagram
 - Portland Running Company Newsletter
 - Runwithpaula Events Participant List (50K)
- Premier Banner location at Start/Finish
- Race Day Recognition and Announcements
- Race Day 10'x10' Booth Space
- Mile Marker Logo (Provided by vendor)
- Designated Sponsor Water Station on course
- Sponsor Discount on all PRC Product for duration of event



Let's Get Started!

Commitment: \$10,000 Cash Sponsorship

- Limited to 1 partner per event - 10 complimentary race entries
- Logo placement on RWP Website
- Logo on Race Bib Number and official race photos
- Logo on Race T-shirt
- Packet Pick Up Sampling
- Goodie Bag Insert
- Pre-Event Guest Speaking Opportunities
- Dedicated Social Media/Email Campaigns x 2 Including:
 - Facebook
 - Twitter
 - Instagram
 - Portland Running Company Newsletter
 - Runwithpaula Events Participant List (50K)
- Premier Banner location at Start/Finish
- Race Day Recognition and Announcements
- Race Day 10'x10' Booth Space
- Mile Marker Logo (Provided by vendor)
- Designated Sponsor Water Station on course
- Sponsor Discount on all PRC Product for duration of event



Let's Get Started!

SILVER

Commitment: \$5,000 Cash Sponsorship or \$10,000 In-kind Contribution

- Limited to 5 Partners per Event
- 5 complimentary race entries
- RWP Website Logo and link
- Logo on Race T-shirt
- Guest Speaking Opportunities
- Dedicated Social Media/Email Campaign x 1
- Inclusion in Social Media/Email Campaigns
- Banner at Start/Finish
- Race Day Recognition and Announcements
- Race Day 10'x10' Booth Space
- Mile Marker Logo (Provided by vendor)
- Goodie Bag Insert (Provided by vendor)



Let's Get Started!

B R O N Z E

Commitment: \$3,000 Cash Sponsorship or \$5,000 In-kind Contribution

- Logo on Race T-shirt
- 3 complimentary race entries
- Inclusion in Social Media/Email Campaigns
- Start/Finish Banner
- Race Day Recognition and Announcements
- Race Day 10'x10' Booth Space
- Website Logo and Link
- Goodie Bag Insert
- Limited to 10 partners per event



Let's Get Started!

Summary of Sponsor Opportunities	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Complimentary Race Entries (approximately \$75 each)	10	5	3
Logo placement on RWP Website (\$1000)	✓	✓	✓
Logo on Race Bib Number and Official Race Photos (\$5000)	✓		
Packet Pick Up Sampling (\$500)	✓	✓	
Goodie Bag Insert (\$300)	✓	✓	✓
Dedicated Social Media/Email Campaigns (\$1500 each)	2	1	
Banner location at Start/Finish (\$500)	✓	✓	
Race Day Recognition (\$500)	✓	✓	✓
Race Day 10 x 10 Booth Space (\$500)	✓	✓	✓
Mile Marker Logo (\$500 each)	✓		
Designated Sponsor Water Station (\$500 each)	✓		
Logo On Official Race Shirt (\$1500)	✓	✓	✓

*Title sponsorship opportunities available

Booth Space, Water Station, Mile Marker

HIGH IMPACT. LOW COST.

- \$500 Booth Space at Race (10 x 10 tent space)
- \$500 Water Station Sponsor
- \$500 Mile Marker Sponsor
- \$300 Goodie Bag Insert only



Looking for an affordable way to highlight your business at a single event or have a presence at all Runwithpaula Events? Day of event packages include your choice of booth space at the event, or on-course or logo placement at mile markers. Sponsoring a water station is one of our most popular opportunities. Create a theme, make it fun, use it as a team builder, and leave a lasting impression on our participants.

RWP Events is looking for partners that want to share their passion for business and community. Let Run With Paula Events highlight your organization to help you build a healthy and active brand.

Let's Get Started!

WHAT PEOPLE ARE SAYING...



Shentile Middleton Wilson reviewed [Runwithpaula Events](#) — 5★
September 17, 2017 · 🌐

Awesome experience. Great people, great food, great entertainment and great results. Will most definitely participate in the future.

👍 Runwithpaula Events and Paula Harkin



Sunshine Pille reviewed [Runwithpaula Events](#) — 5★
September 20, 2015 · 🌐

Gorgeous course, great swag, fabulous attitude/atmosphere. This was the most well organized run I have done.

👍 Runwithpaula Events



Karl Dettwyler reviewed [Runwithpaula Events](#) — 5★
October 25, 2016 · 🌐

Always Top Notch!!! I always look forward to a run that is organized by Paula.

👍 Runwithpaula Events



Claire MacNeils reviewed [Runwithpaula Events](#) — 5★
June 17, 2018 · 🌐

When I had to switch races due to an injury last minute, Paula went above and beyond in helping me find a race to switch to and helping me with the booking which was not working on my computer. I 100% would recommend Runwithpaula Events!



Sophie Guerin-Whitehead reviewed [Runwithpaula Events](#) — 5★
September 19, 2015 · 🌐

Excellent organized and very fun run! The positive energy was my favorite part. But, everything else including course marking, aid stations, abundant volunteers everywhere possible, the food, the entertainment and super prizes made this one of the best runs I have ever done (and I have been doing fun runs for over 30 years)! My one recommendation for the future is to clarify that slower runners & walkers absolutely must stay to the right and every participant should understand what "on your left!" means.

👍 Runwithpaula Events and 1 other

1 Comment



Virgil Tamayo reviewed [Runwithpaula Events](#) — 5★
October 17, 2017 · 🌐

2017 Bay to Brew run was beyond my expectations! I did other half marathons here on Oahu and this was the best one yet. Great job, 5 stars!, to the organization.

👍 Runwithpaula Events and Paula Harkin

2 Comments



Virgil Tamayo Aloha!



Like · Reply · 1y

👍 Runwithpaula Events replied · 1 Reply



Runwithpaula Events Thank you!! 🙌 2

Like · Reply · Commented on by Paula Harkin [?] · 1y

Building the perfect package for you!

Let's work together to create the perfect package for your company based on your budget and your marketing goals. Choose from any one of seven premier events, pick a package that suits your needs, and then let's activate our partnership!

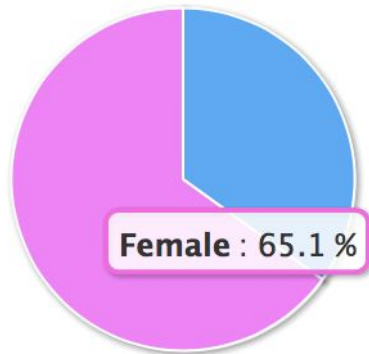
We also offer **PREMIER PARTNER** packages that span all RWP Events. If you are interested in a high-impact, year-long sponsorship opportunity, contact us today. Premier partners get priority placement and consideration for all events in order to produce the highest impact and visibility.

Get started today! Email Paula@runwithpaula.com

Sample of RWP email countdown.



Male & Female Participants



Female : 65.1 %

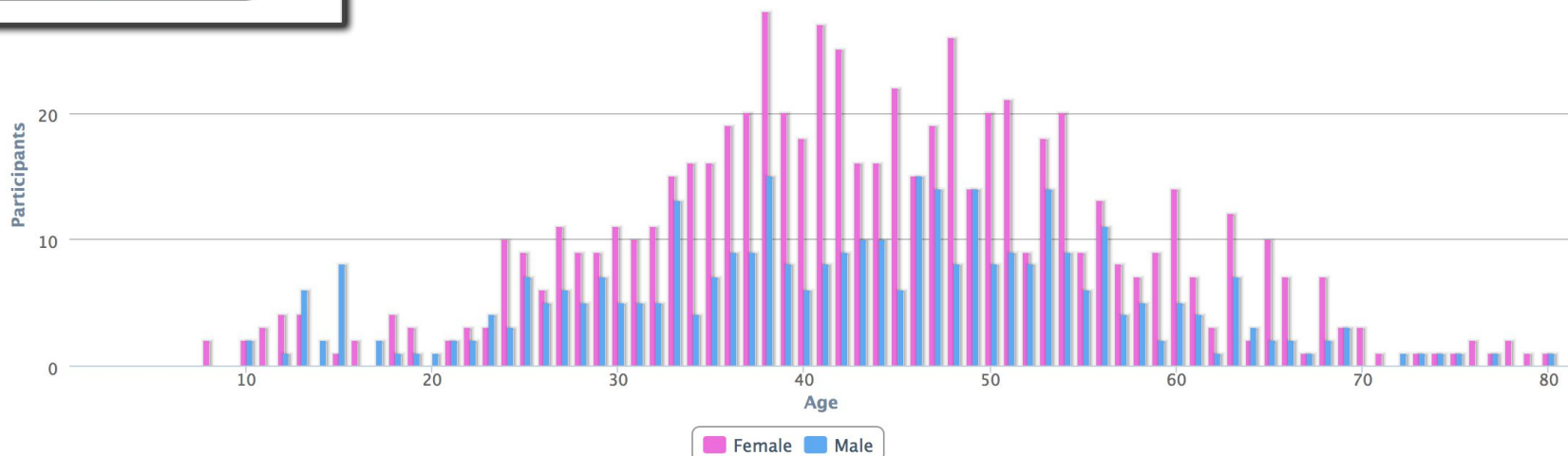
Male Female

Runwithpaula Demographics

Demographic details

Age/gender participation

Drag your pointer over the chart to zoom in



Get to know Dave and Paula

Dave and Paula Harkin are the owners of Portland Running Company, The Run Pub, and Runwithpaula Events. Dave and Paula spend most days creating opportunities for our community to come together and engage with one another focusing on health, fitness and friendship.

Paula Harkin, lifelong Oregonian and founder of [Run With Paula Events](#), has created a vibrant community for local runners that includes Portland Running Company, Portland Fit Marathon Training Group, UGM Run Club, and a variety of community-based events. Paula is the creator of award winning events including The Hippie Chick Half Marathon (many times over Best All Women's Event — Competitor NW), Helvetia Half Marathon (many times over Best Half Marathon — Competitor NW), and Pints To Pasta (many times over Best 10K — Competitor NW). Paula continues to lead the industry with events like Bridge of the Goddess and Beaverton Half Marathon. Paula is also involved with The Union Gospel Mission raising donations, serving breakfasts, and as the director and coach of the UGM Life Change Running Club. Paula was awarded National Race Director of the Month from Active.com 2019.

Dave Harkin attended the University of Oregon and graduated in 1993. After a brief teaching career that took him to Louisiana, Colorado, and Seattle, Dave returned to Oregon where he met his wife and business partner Paula. He has won several local races including the Race for the Roses Half Marathon, the Vancouver Lake Half Marathon, the Sauvie Island Flat Half, and the Hagg Lake 25K trail run. He is a four-time champion of the Newport Marathon. Dave currently oversees operations for Portland Running Company and spearheads the timing division of RWP Events.

