

# 2024 MIDDLETOWN DAY & MAYOR'S CHALLENGE SPONSOR OPPORTUNITIES

## **Platinum - \$5,000**

### ***Middletown Day***

- Prominent display throughout festival on signage
- Prominent logo placement on Middletown Day Bag
- Prominent placement in Middletown Day promotional materials and on website
- Priority placement in Business Showcase
  - A table and two (2) chairs are provided
- Banner displayed at the activity of your choice
- Four (4) food vouchers, valued at \$10 each
- Sponsorship Plaque
- Ten (10) Middletown Day Bags

### ***Mayor's Challenge***

- Prominent logo placement on directional sign
- Prominent recognition on race t-shirt
- Ability to place promotional material in swag bags
- Five (5) entries to the Mayor's Challenge (your choice of 5K Fitness Walk, 1 mi Fun Run, 5K Challenge)

## **Gold - \$3,000**

### ***Middletown Day***

- Logo placement on Middletown Day Bag
- Recognition in Middletown Day promotional materials and on website
- Priority placement in Business Showcase
  - A table and two (2) chairs are provided
- Three (3) food vouchers, valued at \$10 each
- Sponsorship Plaque
- Five (5) Middletown Day Bags

### ***Mayor's Challenge***

- Logo placed on directional sign
- Prominent recognition on race t-shirt
- Ability to place promotional items in swag bags
- Three (3) entries to the Mayor's Challenge (your choice of 5K Fitness Walk, 1 mi Fun Run, 5K Challenge)

## **Silver - \$1,500**

### ***Middletown Day***

- Logo placement on Middletown Day Bag
- Recognition in Middletown Day promotional materials and on website
- Priority placement in Business Showcase
  - A table and two (2) chairs are provided
- Two (2) food vouchers, valued at \$10 each
- Sponsorship Plaque
- Three (3) Middletown Day Bags

### ***Mayor's Challenge***

- Logo placed on directional sign
- Recognition on race t-shirt
- Ability to place promotional items in swag bags
- One (1) entries to the Mayor's Challenge (your choice of 5K Fitness Walk, 1 mi Fun Run, 5K Challenge)

## **Bronze - \$600**

### ***Middletown Day***

- Priority placement in Business Showcase
- Recognition in Middletown Day promotional materials and on website

### ***Mayor's Challenge***

- Recognition at Mayor's Challenge

## **Business Showcase - \$300**

### ***Middletown Day***

- Business Showcase Booth Space
- Recognition in Middletown Day promotional materials and on website

### ***Mayor's Challenge***

- Recognition at Mayor's Challenge

## **Friend - \$150**

### ***Middletown Day***

- Recognition in Middletown Day promotional materials and on website

## **Small Business Partner - \$150**

### ***Mayor's Challenge***

- Logo on directional arrow
- Recognition on race t-shirt

