



**THE GOLDEN  
HEART FUND**

# **FAITHFUL BEYOND THE 4TH QUARTER**

**2023 GOLDEN HEART RUN SPONSORSHIPS**

# SPONSORSHIP LEVELS

The Golden Heart Run is a 4.9K race and family-friendly event that celebrates everything you love about the game for a great cause: supporting former 49ers players and their families navigating life's challenges after the NFL. Your sponsorship helps connect former 49ers to comprehensive, peer-to-peer support after the NFL. Any tier you select will uplift former players and their families in times of need.

## MVP ONE AVAILABLE

\$50,000

- Exclusive logo placement with Golden Heart Run logo in all advertising & race materials
- Prominent mention in pre-event press release
- Exclusive logo placement in all event marketing emails
- Opportunity to share video message with participants
- Opportunity to include questions in post-race survey
- Top tier logo recognition on The Golden Heart Fund website & race registration page
- Sponsor recognition across The Golden Heart Fund social media channels
- Live company shout out on The Golden Heart Fund social & amplifier re-post
- Exclusive logo placement (front) on participant tee
- Exclusive logo placement on participant bib
- Opportunity for goodie bag insert
- Exclusive logo placement in race program
- Company recognition in PA announcement throughout event
- Volunteer group opportunities priority
- Start line banners (4), finish line banners (4)
- Speaking opportunity at Start Line stage
- Complimentary race entries to Golden Heart Run: 50
- Race day VIP area passes: 20
- Reserved parking passes: 10

## ALL PRO TWO AVAILABLE

\$25,000

- Premium logo placement in all Golden Heart Run advertising & race materials
- Premium logo placement all Golden Heart Run emails
- Opportunity to include questions in post-race survey
- Premium logo recognition on The Golden Heart Fund website & race registration page
- Sponsor recognition across The Golden Heart Fund social media channels
- Prominent company mention by an amplifier social media post
- Exclusive logo placement (sleeve) on participant tee
- Premium logo placement on finisher medal ribbon
- Opportunity for goodie bag insert
- Premium logo placement in race program
- Company recognition in PA announcement throughout event
- Volunteer group opportunities priority
- Start line banners (3), finish line banners (3)
- Complimentary race entries to Golden Heart Run: 25
- Race day VIP area passes: 10
- Reserved parking passes: 5

## STARTER THREE AVAILABLE

\$10,000

- Logo placement in all Golden Heart Run advertising & race materials
- Logo placement in all Golden Heart Run emails
- Logo recognition on The Golden Heart Fund website & race registration page
- Sponsor recognition across The Golden Heart Fund social media channels
- Logo placement (top tier) on back of participant tee
- Opportunity for goodie bag insert
- Logo placement in race program
- Company recognition in PA announcement throughout event
- Volunteer group opportunities priority
- Start line banners (2), finish line banners (2)
- Complimentary race entries to Golden Heart Run: 10
- Race day VIP area passes: 5
- Reserved parking passes: 3

## ROSTER **FOUR AVAILABLE** **\$5,000**

- Logo placement in all Golden Heart Run advertising & race materials
- Logo placement in all Golden Heart Run emails
- Logo recognition on The Golden Heart Fund website & race registration page
- Sponsor recognition across The Golden Heart Fund social media channels
- Logo placement on back of participant tee
- Opportunity for goodie bag insert
- Logo placement in race program
- Company recognition in PA announcement throughout event
- Volunteer group opportunities priority
- Start line banners (1), finish line banners (1)
- Complimentary race entries to Golden Heart Run: 5
- Race day VIP area passes: 2
- Reserved parking passes: 1

## WATER STATION **ONE AVAILABLE** **\$3,000**

- Exclusive logo placement on all water station banners
- Opportunity for goodie bag insert
- Sponsor recognition in race program
- Company recognition in PA announcement at the start line

## MILE MARKER **THREE AVAILABLE** **\$1,500**

- Exclusive logo placement on all water station banners
- Opportunity for goodie bag insert
- Sponsor recognition in race program
- Company recognition in PA announcement at the start line

## KIDS RUN **ONE AVAILABLE** **\$10,000**

- Exclusive logo placement on Kids Run shirt
- Exclusive logo placement in Kids Run marketing emails
- Logo recognition on The Golden Heart Fund website & race registration page
- Sponsor recognition across Kids Run advertising
- Opportunity for packet insert
- Opportunity to include questions in post-race survey
- Logo recognition on The Golden Heart Fund website & race registration page

\*Logo must be received by September 15, 2023 in order to be included on the official participant tee  
If you're interested in becoming a sponsor for this year's Golden Heart Run, please reach out to Kimberly Pickup directly.



### Kimberly Pickup

Corporate & Foundation Relations  
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