



# SPONSORSHIP OPPORTUNITIES

Can you believe it?

2024 was a record-breaking year.

Whether your sponsorship ability is monetary, in-kind, volunteerism, or swag — we are grateful, and our students are thankful. Last year, the Trek netted nearly \$5,500, which helps to support scholarships and alumni initiatives at Casper College, and we had 408 participants. We celebrated the 10th Anniversary of the Trek by purchasing upgraded swag and had podium finisher prizes for the top three females and males from each race.

The Trek features a run or walk for any level of athlete: whether it is the challenging Lookout Point half-marathon, the Downhill half-marathon, the 10K along the beautiful Platte River Trail on Casper Mountain Road, the 5K highlighting the Casper College campus, or at the location of the runner's choosing through the Virtual Trek. The T-Bird Trek promises excellent exposure for our sponsors while raising money to help our students attain their educational and professional goals.

Please do not hesitate to contact me at 307-268-2325 or [ann.dalton@caspercollege.edu](mailto:ann.dalton@caspercollege.edu) if you want additional information.

We hope to see you, your colleagues, and your company's logo on the course. Help us have another record-breaking year.

With gratitude,

Ann Dalton

Race Director

Associate Director of Development and Alumni Engagement



## T-BIRD TREK — SPONSORSHIPS

### Race Sponsorship — \$2,500

- Choose the courses you would like to sponsor:
  - » Lookout Point half-marathon
  - » Downhill half-marathon
  - » 10K
  - » 5K

Sponsorship includes:

- Corporate name and logo prominently displayed on:
  - » Publicity materials
  - » The banner at the start and finish line
  - » The event T-shirt
- Five complimentary race entries

### Water Station Sponsorship — \$1,000

- Corporate name and logo prominently displayed on:
  - » Publicity materials
  - » The banner at the start and finish line
- Two complimentary race entries



### Mile Marker Sponsorship — \$500

- Corporate name and logo prominently displayed on:
  - » Publicity materials
- Two complimentary race entries

### Results Card Sponsorship — \$300

- Corporate name and logo prominently displayed on the results cards
- All runners receive a result card with their finish time

### In-Kind Media Sponsorship

- Corporate name and logo prominently displayed on:
  - » Publicity materials
  - » The banner at the start and finish line
- Prominent corporate name and logo placement on the event T-shirt
- Five complimentary race entries



### In-Kind Sponsorship

- Corporate name and logo prominently is displayed on publicity materials

### All sponsors will receive recognition:

- In Footprints alumni magazine, 28,000 printed and mailed
- During the race event
- On the T-Bird Trek race homepage with a hot link to your business website

"The 2024 T-Bird Trek was again a wonderfully challenging experience with a heart-warming hometown feel. As a race participant, there were no worries about any details — show up and everything else is completely taken care of. This is why I return year after year!"

— Denise

"This fall was my first experience volunteering for Casper College's T-bird Trek marathon. I was able to do this with my husband so that was a bonus! We felt like it was a great way to spend a Sunday morning. From the excitement of cheering on the runners to the camaraderie with fellow volunteers, every moment was filled with energy, joy, and a sense of community. It was truly an honor to be part of such an inspiring event!"

— Mary

"It's not about winning the race or even running for me. It's the camaraderie and the opportunity to raise money for scholarships and changing lives through education."

— Kim

**Casper College** | **FOUNDATION & Alumni Association**

Casper College provides equal opportunity in education and employment — [caspercollege.edu/nondiscrimination](http://caspercollege.edu/nondiscrimination)