

Toss your coat and tie and join the Gwinnett Chamber for the Button Down Dash. Encouraging friendly competition among businesses, co-workers, friends and family, this event brings metro Atlanta's citizens together for a race starting and finishing at the Gwinnett Chamber and culminating in a celebration for all to enjoy.



Presenting Sponsor – \$10,000 (one available)

The program will be referred to as “Button Down Dash, presented by (name of sponsor company).”

- 60-second promotional announcement during awards ceremony at finish line
- Presenting Sponsor recognition in press releases
- Presenting Sponsor recognition in marketing materials, calendar of events, broadcast emails, website and event signage
- Company logo on race t-shirt
- Fifteen (15) registrations for race
- Display table at finish line
- Opportunity to place marketing items in 1,000 runners' bags

Leading Sponsor – \$5,000 (one available)

- 30-second promotional announcement during awards ceremony
- Recognition in press releases
- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Ten (10) registrations for race
- Display table at finish line
- Opportunity to place marketing items in 1,000 runners' bags

Starting Line Sponsor – \$3,000 (one available)

- Company logo prominently featured on starting line banner
- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Six (6) registrations for race
- Display table at finish line
- Opportunity to place marketing items in 1,000 runners' bags

Finish Line Sponsor – \$3,000 (one available)

- Company logo prominently featured on finish line banner
- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Six (6) registrations for race
- Display table at finish line
- Opportunity to place marketing items in 1,000 runners' bags



August 2020



Approximately 1,000 race participants from local community and businesses.



(770) 232-3000



buttondowndash
@gwinnettchamber.org

ButtonDownDash.com

Bib Sponsor – \$3,000 (one available)

- Company logo prominently featured on the runners' bibs
- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Six (6) registrations for race
- Display table at finish line
- Opportunity to place marketing items in 1,000 runners' bags

Pace Car Sponsor – \$2,500 (one available)

- Opportunity to drive the pace car during the race
- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Six (6) race registrations
- Display table at event
- Opportunity to place marketing items in 1,000 runners' bags

Water Sponsor – \$2,500 (one available)

- Opportunity to hand out water to race participants on course and at finish line
- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Six (6) race registrations
- Display table at event
- Opportunity to place marketing items in 1,000 runners' bags

Principal Sponsor – \$2,500 (multiple available)

- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Six (6) race registrations
- Display table at event
- Opportunity to place marketing items in 1,000 runners' bags

Corporate Sponsor – \$2,000 (multiple available)

- Logo recognition on marketing materials, broadcast emails, website and event signage
- Company logo on race t-shirt
- Four (4) race registrations
- Display table at event
- Opportunity to place marketing items in 1,000 runners' bags

Race Partner – \$1,000 (multiple available)

- Company name on race t-shirt
- One (1) race registration
- Display table at event
- Opportunity to place marketing items in 1,000 runners' bags

Table Sponsor – \$350 (multiple available)

- Display table at event
- Opportunity to place marketing items in 1,000 runners' bags