

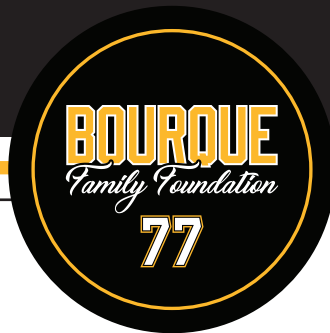
PARTNERSHIP OPPORTUNITIES

Saturday, May 20, 2023 • Tuscan Village, Salem, NH

6th ANNUAL BOURQUE 7.7K

Saturday, May 20, 2023 • Tuscan Village, Salem, NH

The 6th Annual Bourque 7.7K Road Race is scheduled for Saturday, May 20th at Tuscan Village in Salem, NH. The unique distance commemorates Boston Bruins Legend #77, Ray Bourque, with all proceeds going to the Bourque Family Foundation. We will also have a 5K walk option, as well as a special Kids Race for the squirts and mites. The race will start and end in the beautiful Tuscan Village and will be followed by a post-race party with food, drinks, live entertainment and more!



TITLE PARTNER.....

\$25,000

- Event naming rights (*Bourque 7.7K at Tuscan Village, presented by:*)
- Company logo branded into event logo to be included on all digital and printed materials and ads
- Social media tags whenever promoting event
- Prominent logo placement on race shirt
- Company logo and link on registration site & pre-race emails
- Prominent logo placement on start/finish line signage
- Ability to include digital ads in all mass marketing email promoting event
- Company mentioned during the Speaking Program at the event
- Brand category exclusivity
- 30 complimentary event entries
- Company logo on five (5) course signs along the race route
- Corporate tent space at the event
- Recognition in official press release announcing the race
- Discounted entry code for additional registrations
- Marketing materials handed out to all runners at registration

POST-RACE PARTY PARTNER.....

\$15,000

- Company logo branded into post-race party name
- Company logo placed on five (5) sponsor signs around the official post-race area
- Company tagged on social media whenever mentioning post-race party
- Prominent logo placement on start/finish line signage
- Large logo placement on event t-shirt
- Company logo and link on registration site & pre-race emails
- Company mentioned during the Speaking Program at the event
- Ability to include digital ad in one (1) event marketing email
- 25 complimentary event entries
- Company logo on three (3) course signs along the race route
- Corporate tent space at the event
- Recognition in official press release announcing the race
- Discounted entry code for additional registrations
- Marketing materials handed out to all runners at registration

KIDS FUN RUN PARTNER..... \$10,000

- Company logo branded into kids run logo to be included on all digital and printed materials and ads
- Social media tags whenever promoting event
- Prominent logo placement on kids event bib
- Prominent logo on adult 7.7K event shirt
- Company logo and link on registration site & pre-race emails
- Prominent logo placement on start/finish line signage
- Company mentioned during the Speaking Program at the event
- 20 complimentary event entries
- Company logo on three (3) course signs along the race route
- Corporate tent space at the event
- Recognition in official press release announcing the race
- Discounted entry code for additional registrations
- Marketing materials handed out to all runners at registration

CAPTAINS PARTNER..... \$10,000

- Inclusion on all marketing materials of the event
- Social media tags whenever promoting event
- Prominent logo on adult 7.7K event shirt
- Company logo and link on registration site & pre-race emails
- Prominent logo placement on start/finish line signage
- Company mentioned during the Speaking Program at the event
- 20 complimentary event entries
- Company logo on three (3) course signs along the race route
- Corporate tent space at the event
- Recognition in official press release announcing the race
- Discounted entry code for additional registrations
- Marketing materials handed out to all runners at registration

#77 PARTNER..... \$5,000

- Dedicated social media post & email thanking #77 Sponsors
- Social media post with tag leading up to the race
- Logo placement on start/finish line signage
- Company logo placement on event t-shirt
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- 10 complimentary event entries
- Discounted entry code for additional registrations
- Company logo on two (2) course signs along the race route
- Corporate tent space at the event

PHOTOS PARTNER..... \$5,000

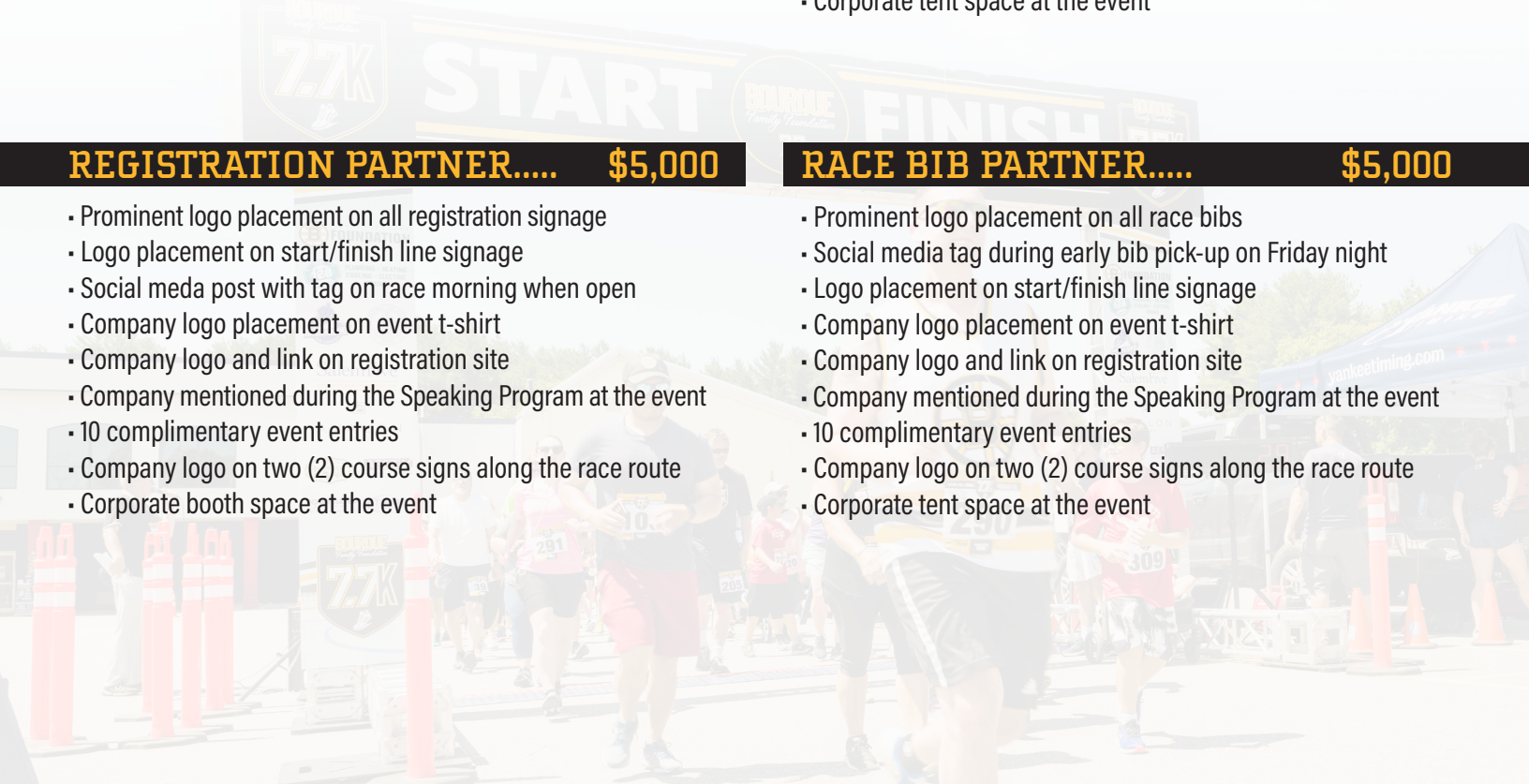
- Prominent logo placement on all photos, to be published & shared online for free to runners after the event
- Ability to include digital ad in post-race photos email to runners
- Social media tag when announcing photos are available
- Logo placement on start/finish line signage
- Company logo placement on event t-shirt
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- 10 complimentary event entries
- Company logo on two (2) course signs along the race route
- Corporate tent space at the event

REGISTRATION PARTNER..... \$5,000

- Prominent logo placement on all registration signage
- Logo placement on start/finish line signage
- Social media post with tag on race morning when open
- Company logo placement on event t-shirt
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- 10 complimentary event entries
- Company logo on two (2) course signs along the race route
- Corporate booth space at the event

RACE BIB PARTNER..... \$5,000

- Prominent logo placement on all race bibs
- Social media tag during early bib pick-up on Friday night
- Logo placement on start/finish line signage
- Company logo placement on event t-shirt
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- 10 complimentary event entries
- Company logo on two (2) course signs along the race route
- Corporate tent space at the event



AWARDS PARTNER..... \$2,500

- Prominent logo placement on overall and age group awards
- Social media post with tag when posting winners and results
- Awards will be a mutually agreed upon item (i.e. pint glass, etc)
- Logo placement on start/finish line signage
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- Company logo on one (1) course sign along the race route
- Corporate booth space at the event

WATER STOP PARTNER..... \$2,500

- Prominent logo placement on signage at on-course water stop
- Opportunity to staff, brand, and/or decorate the water stop
- Social media post with tag leading up to the race
- Logo placement on start/finish line signage
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- Company logo on one (1) course sign along the race route
- Corporate tent space at the event

MILE MARKER PARTNER..... \$2,500

- Prominent logo placement on all on-course mile markers
- Prominent logo placement on course map signage in the registration area
- Logo placement on start/finish line signage
- Company logo and link on registration site
- Company mentioned during the Speaking Program at the event
- Company logo on one (1) course sign along the race route
- Corporate booth space at the event

BLUE LINE PARTNER..... \$1,000

- Logo placement on start/finish line signage
- Company logo on one (1) course sign along the race route
- Company mentioned during the Speaking Program at the event
- Corporate booth space at the event

EVENT PARTNER..... \$500

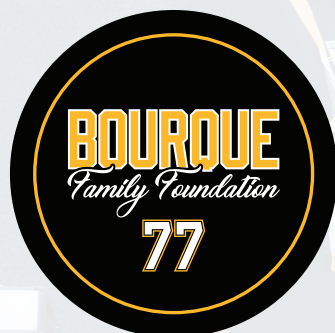
- Company logo on one (1) course sign along the race route
- Company mentioned on PA during the event

For more information or event details, please contact:

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Raymond J. Bourque is a former NHL defenseman, Hockey Hall of Fame inductee, community leader, and family man. Throughout Bourque's time with both the Boston Bruins and Colorado Avalanche, he became not only an accomplished athlete but also a leader in the community. He has helped to contribute over \$20 million to over 1,000 different organizations that vary in missions, from providing after school programs to famine relief and everything in between.

In 2017, Ray, Christiane, Melissa, Christopher, and Ryan wanted to combine their charitable efforts to make a greater difference in the community and founded their own public charity, the Bourque Family Foundation. The Foundation is a registered 501(c)(3) non-profit organization that aims to make strides in the causes that are important in every community. This allows the Bourque Family to bring people together to make an impact on many different organizations, people, and communities in need.

The Bourque Family Foundation strives to continue the impact made through Ray's leadership by supporting a wide variety of different charitable and educational endeavors.