



# SPONSORSHIP OPPORTUNITIES

ACADEMY  
OF  
INTERACTIVE ARTS & SCIENCES  
FOUNDATION

The **AIAS Foundation bit.run 5K** (Run/Walk) needs your sponsorship. The bit.run is a family-friendly 5k fun run/walk benefiting the AIAS Foundation, a non profit and 501c(3) charitable organization. As a sponsor, you are supporting our mission to advance an inclusive worldwide interactive entertainment creative and business community through collaboration, education, and professional development.

If you have any questions or would like to discuss any alternative ways to contribute, please contact us at [meggan@interactive.org](mailto:meggan@interactive.org).



**SPONSORSHIP  
PACKAGES**



**Gold Sponsor  
\$10,000**

Branding on signage:  
"The 2022 AIAS  
Foundation bit.run 5k  
fueled by  
(Your Company  
Name Here)"

Top billing on all  
advertising materials/  
media promotions

Super size logo on  
race packets

One reserved 20x20  
Community Space  
(canopy, table, 10 chairs,  
signage included)

10 free registrations  
and 15% discount  
for additional  
registrations

Placement of  
promotional  
merchandise or  
materials in race  
packets

Recognition on  
website, social media,  
and emails

"Thank you" in  
event recap



**Silver Sponsor  
\$5,000**

Branding on signage

X-Large logo on race  
packets

One reserved 10x10  
Community Space  
(canopy, table, chairs,  
signage not included)

7 free registrations  
and 10% discount  
for additional  
registrations

Placement of  
promotional  
merchandise or  
materials in race  
packets

Recognition on  
website, social media,  
and emails

"Thank you" in  
event recap



**Bronze Sponsor  
\$2,500**

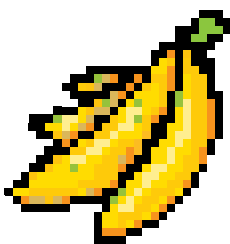
Branding on signage

Logo on race packets

5 free registrations

Recognition on  
website, social media,  
and emails

"Thank you" in  
event recap



### **Food Sponsor**

**\$2,500**

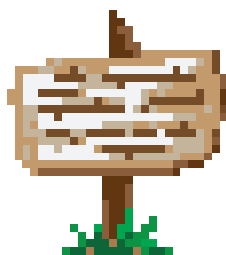
**Ability to sponsor drinks and snacks provided to runners**

**One reserved 10x10 Community Space (Canopy, table, 5 chairs, signage included)**

**Placement of promotional merchandise or materials in race packets**

**Recognition on website, social media, and emails**

**“Thank you” in event recap**



### **Course Signage Sponsor**

**\$1,500**

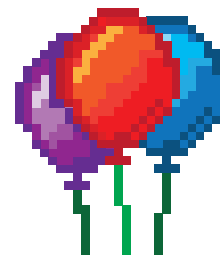
**Signage to be placed along the race course (i.e., mile markers with company logo)**

**One reserved 10x10 Community Space (Canopy, table, chairs, signage not included)**

**Placement of promotional merchandise or materials in race packets**

**Recognition on website, social media, and emails**

**“Thank you” in event recap**



### **Tailgate Party Sponsorship**

**\$10,000**

**Logo on Race Packets**

**Refreshments & Food post race**

**One reserved 10x10 Community Space (Canopy, table, chairs)**

**Placement of promotional merchandise or materials in Race Packet Bag**

**Recognition on website, social media, and emails**

**“Thank You” in event recap**



### **Race Day Community Stand**

**\$300**

**One reserved 10x10 Community Space (Canopy, table, chairs, signage not included)**

**Placement of promotional merchandise or materials in race packets**

**Recognition on website, social media, and emails**

**“Thank you” in event recap**

### **Optional Add-On Community Space Service Package**

**\$200**

**1 10x10 canopy**

**1 six-foot table**

**5 folding chairs**

**2 water tubs (to weigh down canopy)**

**Set up & take down service**



### **Prizes and In-kind Donations**

**Price Varies**

**In addition to the above listed sponsorship levels, we are also seeking product donations to be used as winners’ prizes and/or runner gifts.**

**Quantities to be determined closer to race**