

Lakeside Laps

← HALF MARATHON, 10K & 5K →

July 20th

Benefitting the
Regional Parks
Foundation



Sponsorship Opportunities

Expected Number of Runners: 1,000 • Event Organizer: Brazen Racing

Who We Are:

The Regional Parks Foundation supports the East Bay Regional Park District through fundraising to **provide universal access, environmental stewardship, education and recreation programs**, and the **acquisition of parklands**.

At the Regional Parks Foundation we believe connections with nature are critical for leading a healthy, balanced life. Every day, we provide resources to ensure underserved populations have equal access to nature through the East Bay Regional Park District's parks, trails, programs and services. When we do, lives are changed, and we inspire the next generation of environmental stewards to value and protect open space and the environment.

The East Bay Regional Park District:

Founded 90 years ago in 1934, the East Bay Regional Park District is a system of beautiful parklands and trails in Alameda and Contra Costa counties comprised of 73 parks spanning over 126,000, including over 1,300 miles of trails. **Each year, more than 25 million visitors enjoy the parks through hiking, biking, fishing, and camping.**

2023 at a glance



11,500

East Bay youth and community members served.



345

Scholarships awarded for boating and fishing programs and summer camps



12,200+

Regional Parks Foundation Members



2,650

Third-graders learned environmental skills through the kids healthy outdoor challenge

JOIN US AS AN EVENT SPONSOR

Join us as an inaugural sponsor of the first-ever Lakeside Laps: Running for Regional Parks Half Marathon, 10k, and 5k to celebrate 90 years of the East Bay Regional Park District and 55 years of the Regional Parks Foundation.

Sponsorship Benefits

Because the event costs are covered by registration fees and in-kind donations, **your sponsorship dollars will go towards the Regional Park Foundation's youth development programs and conservation efforts.** As an official sponsor, your company will receive widespread recognition through our media channels and branding opportunities, reaching our 12,000-household membership base, as well as regional park visitors across Alameda and Contra Costa Counties, not to mention the 1,000+ event participants and attendees. Please see the sponsorship details to follow.

Skyline – Title Sponsorship (Inquire)

- Company name included in event name*
- Logo on race shirt* and race bib*
- Mention on finisher medal*
- Company logo on race arch banner (start/finish line)
- Company logo on event sponsor signage
- Event registration for 30 participants
- Finish line event space opportunity (20x20 footprint)
- Opportunity to plan a volunteer day/special event at an East Bay Regional Park (subject to reservation availability)
- Logo included in all event emails
- Primary logo placement on all event webpages, including registration webpage
- Verbal announcement recognition at start line and finish line
- Coupon or collateral in runner's packet (provided by sponsor)
- Recognition in regional news coverage of event
- Dedicated social media posts from Regional Parks Foundation (RPF)
- Logo in EBRPD e-newsletter (55k+)

**exclusive to this sponsorship level.*



Summit - \$25,000

- Company logo on race arch banner (start/finish line)
- Company logo on event sponsor signage
- Event registration for 15 participants
- Finish line event space opportunity (20x10 footprint)
- Opportunity to plan a volunteer day/special event at an East Bay Regional Park (subject to reservation availability)
- Logo included in all event emails
- Primary logo placement on all event webpages, including registration webpage
- Verbal announcement recognition at start line and finish line
- Recognition in regional news coverage of event
- Dedicated social media posts from Regional Parks Foundation (RPF)
- Logo in EBRPD e-newsletter (55k+)



Trailblazer - \$10,000

- Company logo on event sponsor signage
- Event registration for 8 participants
- Finish line event space opportunity (10x10 footprint)
- Logo included in all event emails
- Logo included on event registration webpage
- Verbal announcement recognition at start line and finish line
- Dedicated social media posts from Regional Parks Foundation (RPF)
- Logo in EBRPD e-newsletter (55k+)



Live Oak - \$5,000

- Company logo on event sponsor signage
- Event registration for 4 participants
- Finish line event space opportunity (10x10 footprint)
- Logo included in all event emails
- Logo included on event registration webpage
- Dedicated social media posts from Regional Parks Foundation (RPF)



Wildflower - \$3,000

- Company logo on event sponsor signage
- Event registration for 2 participants
- Name recognition in all event emails
- Logo included on event registration webpage



Sapling - \$1,500

- Company logo on event sponsor signage
- Event registration for 1 participant
- Logo included on event registration webpage



Product/Media Sponsor - In-Kind

- Company logo on event sponsor signage
- Logo on event emails
- Logo included on event registration webpage

Sponsorship Opportunities • Run with Regional Parks: Lakeside Laps

	Skyline	\$25,000	\$10,000	\$5,000	\$3,000	\$1,500	Media
Company name included in event name*	X						
Logo on race shirt* and race bib*	X						
Mention on finisher medal*	X						
Company logo on race arch banner (start/finish line)	X	X					
Company logo on event sponsor signage	X	X	X	X	X	X	X
Event registration for participants	X 30 Participants	X 15 Participants	X 8 Participants	X 4 Participants	X 2 Participants	X 1 Participant	
Finish line event space opportunity	X 20 x 20	X 20 x 10	X 10 x 10	X 10 x 10			
Opportunity to plan a volunteer day/ special event at an East Bay Regional Park	X	X					
Logo/name included in event emails	X	X	X	X	X Name Listing		X
Logo/name on event webpage	X Primary Placement	X Primary Placement		X	X	X Name Listing	X
Logo on event registration webpage	X	X	X				
Verbal announcement recognition at start line and finish line	X	X	X				
Coupon or collateral in runner's packet (provided by sponsor)	X						
Recognition in regional news coverage of event	X	X					
Dedicated social media posts by Regional Parks Foundation (RPF)	X	X	X	X			
Logo in EBRPD e-newsletter (55k+)	X	X	X				
<i>*exclusive to this sponsorship level.</i>							

Don't miss out on this inaugural opportunity to connect with a nature-loving audience, join the 90th anniversary celebration, and support 90 more years of East Bay regional parks.

Lakeside Laps awaits—see you at the starting line!