



## Inaugural Upside of LIFE Race Sponsorship Opportunities

	Diamond Sponsor (1 available) \$1,500	Platinum Sponsor (1 available) \$1,000	Gold Sponsor (1 available) \$750	Silver Sponsor \$500	Bronze Sponsor \$250	Friend \$100
Banner at Starting Line (Provided by sponsor)	X					
Banner at Finish Line (Provided by sponsor)	X	X				
Banner at refreshment station (Provided by sponsor)			X			
Recognition at awards ceremony	X	X	X			
Space to set up tent/table for promotional purposes	X	X	X	X		
Logo on mile marker sign	X	X	X	X	X	
Logo on race website with link to company	X	X	X			
Logo on race website				X	X	X
Logo on race t-shirt	X	X	X	X	X	X
Option to distribute material in race bag	X	X	X	X	X	X
Social media recognition	X	X	X	X	X	X
Mention on race emails	X	X	X	X	X	X
Number of free registrants for 5K	8	6	4	3	1	

\*Please forward your logo in a high-resolution JPEG file to Timothy Hall at [info@aikenupsidedowns.org](mailto:info@aikenupsidedowns.org)

- In-kind donations are also gladly accepted.
- Contributions to the Upside of LIFE Race benefit the USCA LIFE program and Upside of Downs of Aiken. Net revenue is split evenly between the two programs.
- Upside of Downs of Aiken is a 501(c)(3) tax-exempt organization. Federal Tax ID number 27-3158281-01
- All gifts are tax-deductible to the extent permitted by law.
- If you have any questions, please contact Timothy Hall [info@aikenupsidedowns.org](mailto:info@aikenupsidedowns.org) or 803-646-5722
- All commitments must be received by April 13, 2026 in order for logo to appear on race t-shirt.
- You will receive a discount code for complimentary race entries.



## I would like to sponsor the Inaugural Upside of LIFE Race

Company Name\*: \_\_\_\_\_

(\*As it should appear on recognition materials, such as emails, social media, race signage, etc.)

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Web site address: \_\_\_\_\_

I would like to support the inaugural Upside of LIFE Race by becoming a:

Diamond SPONSOR for a gift of \$1,500

Platinum SPONSOR for a gift of \$1,000

Gold SPONSOR for a gift of \$500

Silver SPONSOR for a gift of \$250

Bronze SPONSOR for a gift of \$100

Friend for a gift of \$100

IN-KIND DONATION Please specify retail value \$ \_\_\_\_\_

**Please make checks payable to *Upside of Downs*.**

**Please mail to: Upside of Downs, c/o Jenny Hall, 7 Julie Ann Court, Aiken SC 29801**

- **Please forward your logo in a high resolution JPEG file to Timothy Hall at [info@aikenupsidedowns.org](mailto:info@aikenupsidedowns.org)**
- **You will receive a discount code for complimentary race entries.**

**All commitments must be received no later than April 13, 2026 to have logo placed on T-Shirt.**