

# SAND TO SERENGETI



## 2024 SPONSORSHIP INFORMATION

Saturday, May 18<sup>th</sup>, 2024  
Located at Green Lakes State Park



Lauren Burdick, CEO & COO

315-415-8188 | [milesandmacros@gmail.com](mailto:milesandmacros@gmail.com)

## About Miles & Macros, LLC

Miles & Macros, is a husband and wife owned small business located in Fayetteville, NY. We provide running coaching, half marathon and full marathon group training, cycling coaching packages, nutrition packages, and put on local races for the community. Lauren and Jared Burdick are both certified running coaches and Lauren is a certified nutritionist.

Jared is a certified USA Track & Field level one running coach. Over the years he has also participated in different races ranging from 50k to upwards of 100k in distance. In 2016 he was the first American to finish in the IAU World Trail Championship.

Lauren holds multiple certifications from the International Sports Sciences Association related to both nutrition and dieting. She is a certified sports nutritionist and certified running coach – running for over 18 years.

### Partnering with the



The Onondaga East Chamber, formerly known as the Greater Manlius Chamber of Commerce, is our charity/donation partner. We are encouraging race participants to donate to the Chamber when they register on [runsignup.com](https://www.runsignup.com).

Also, all Chamber members and local small business owners are encouraged to add anything to our packet pick-up swag bag (business cards, pamphlets, logo pens/towels/mugs/stress balls/discount cards/etc).

Lastly, we have sponsorship opportunities that are available which are defined further in this sponsorship packet. These sponsorships will bring value to your business, our community, and the Onondaga East Chamber.

## About the Onondaga East Chamber



Our local Onondaga East Chamber's ("OEC") mission is to champion economic prosperity, foster a pro-business climate, and to improve the quality of life our area's residents. OEC engages the public, and the private sector by providing economic development news, resources, and networking opportunities. We have transformed into a Chamber without walls, servicing all communities. However, our mission to generate quality events and expand our member's economic growth is a large undertaking! We need your help to continue our work.

As a nonprofit organization, we completely rely on community support. None of our efforts would be possible without the help of donors, volunteers, and supportive community members like you.

OEC is a 501c(3) not-for-profit organization. The OEC's mission is to serve the Onondaga East County community by promoting and encouraging responsible business growth and development locally. We support a diverse array of civic and cultural programs and are devoted to increasing public awareness of the variety of products and services that Onondaga East businesses offer.

All support is greatly appreciated. We're just excited to get to work! Thank you for being a part of our community and our story.

	<b>Presenting Sponsor</b> <b>\$1000</b> 1 maximum	<b>Nutrition Sponsor</b> <b>\$450</b> Up to 2	<b>Route Sponsor</b> <b>\$250</b> Up to 2	<b>Enthusiast Sponsor</b> <b>\$150</b>	<b>Custom Sponsor</b> <b>TBD</b>
<b>Race Entries</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>Discounted Entry</b>	<b>TBD</b>
<b>Pre-Event Recognition</b>					
Social media promotion (Facebook, Instagram, LinkedIn)	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	X
Option to put business swag in packets at pick up bags	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	TBD
Your business logo on the Runsignup and Miles & Macros website	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	TBD
<b>On-Site Recognition</b>					
Sign placement on course route with your business name (2 signs). <i>Helps offset permit cost.</i>			<b>x</b>		
Sign placement at 1-2 Aid Station(s) and Start/Finish Line with your business name (1-2 signs). <i>Helps offset aid station and after race food cost.</i>		<b>x</b>			
Logo on back of event shirt. This shirt is an added option at the time of the participant's registration check out. <i>Presenting sponsor will have a large, centered logo. Nutrition Sponsor will have a smaller logo.</i>	<b>x</b>	<b>x</b>	<b>At an extra cost</b>	<b>At an extra cost</b>	TBD
Professional feather Banner with business logo at the Start/Finish	<b>x</b>				
Option to place business banners/materials at the Start/Finish	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	TBD
Option to set up a booth at the start/finish line	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	TBD
<b>Post-Event Recognition</b>					
Your logo on each participant's downloadable photograph	<b>x</b>				
Thank you email blast to participants	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	X
Social media thank you with recognition	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	X

# RACE INFORMATION

## RACE WEBSITE:

<https://www.milesandmacros.net/sand-to-serengeti-race-info.html>

## RUNSIGNUP:

<https://runsignup.com/Race/NY/Fayetteville/SandtoSerengeti>

## DATE / TIME:

Saturday, May 18<sup>th</sup>, 2024 at 8:00am

## PACKET PICK UP:

Fleet Feet East Syracuse: 5:30 – 6:30pm, Thursday May 16<sup>th</sup>, 2024

Green Lakes State Park: 7:00 – 7:45am, Saturday May 18<sup>th</sup>, 2024

# SPONSORSHIP SIGN INFORMATION

## AID STATION, COURSE SIGNS :

Signs are approximately 24" x 18" corrugated plastic yard signs with stakes. One color, one sided, business name only

## FEATHER BANNER :

Roughly 9 feet, full color, one sided

# SAND TO SERENGETI SPONSORSHIP FORM

Organization: \_\_\_\_\_

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

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

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

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

## SPONSORSHIP LEVEL

\_\_\_\_\_ Presenting Sponsor \$1050

\_\_\_\_\_ Nutrition Sponsor \$450

\_\_\_\_\_ Route Sponsor \$250

\_\_\_\_\_ Enthusiast Sponsor \$150

\_\_\_\_\_ Custom Sponsor TBD

## PAYMENT INFORMATION

\_\_\_\_\_ Check payable to Miles & Macros LLC

Please return the completed form to Miles & Macros by March 1, 2024.

All logos and advertisements should be emailed to: [milesandmacros@gmail.com](mailto:milesandmacros@gmail.com). For more information contact Lauren Burdick at 315-415-8188 or [milesandmacros@gmail.com](mailto:milesandmacros@gmail.com)