



2020 SPONSORSHIP OPPORTUNITIES



ARE YOU IN IT FOR THE
LONG RUN?

THE MGC LONG RUN 15K

SATURDAY, FEBRUARY 1

WWW.MGCLONGRUN.COM

15K

2 BRIDGES | 3 CITIES

**FAMILY-FRIENDLY
RACE PARTY**

CASH & AGE GROUP AWARDS



BENEFITTING



PRESENTED BY



mgc LONG RUN

MGC DONATED **\$25,500** TO THE USO IN 2019

Bringing the TOTAL MGC has raised for NON-PROFITS over the past 6 YEARS TO **\$150,171**

VOLUNTEERS IN 2019: **197**
 REGISTERED RUNNERS/WALKERS IN 2019: **744**

6 CONFETTI CANNONS POPPED

USO FAST FACTS

- 12,000** Service members visit monthly throughout all four SC locations.
- 8,000** Service members travel monthly through CAE location alone.

STATE PROGRAMS:

- United Through Reading
- Deployment Support
- Operation Read and Feed
- Operation Exodus
- Operation Holiday
- Holdover Troops

THE MGC LONG RUN



WHAT:
15k, 5k and Kids' Fun Run

WHEN:
Saturday, February 1, 2020

WHERE:
Start and Finish Line is at the First Citizens Plaza at the corner of Main and Lady Streets

There will be a family-friendly party for runners, walkers and spectators!

ABOUT MGC



McAngus Goudelock & Courie is a metrics-driven law firm built specifically to meet the needs of insurance companies and their customers. From 16 regional offices, we serve clients across the Southeast.

Founded in Columbia in 1995, MGC has become a regional firm with offices in five states and 600 attorneys and staff. For more information, visit www.mgclaw.com.

THE CHARITY



South Carolina

The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation.

In 2016, the USO South Carolina had over 130,000 moments of connection to service members and military family members throughout South Carolina. They operate three centers (Columbia Metropolitan Airport, MEPS Fort Jackson and McCrady Training Center) and connected over 250 military families through the United through Reading program.



NAMING OPPORTUNITIES

THE NOT-SO-LONG RUN 5K SPONSOR | \$7,500

The Not-So-Long Run 5k Sponsor has naming exclusivity as the 5k race sponsor. Benefits Include:

- Presenting Sponsor listed as The Not-So-Long Run 5k Presented by XYZ Company
- Sponsor-provided banner hung near the Start/Finish Line at the Race Party
- Sponsor logo included on sponsor sign
- Sponsor logo included on website with link to sponsor website
- Sponsor logo included on 15k and 5k shirts
- Sponsor logo included on posters and/or postcards
- Sponsor name and/or logo included in e-blasts to runners
- Sponsor recognition via social media
- Sponsor logo included on photo backdrop
- Opportunity to include sponsor-provided promotional items in race packet
- Opportunity for table at the Race Party Vendor Area
- First right of refusal for future events
- 25 complimentary entries into either the 15k or 5k races

RACE PARTY SPONSOR | \$5,000 (MULTIPLE AVAILABLE)

- Recognition as Race Party Sponsors
- Sponsor-provided banner hung at Race Party
- Sponsor logo included on sponsor sign
- Sponsor logo (with link) included on website
- Sponsor logo included on 15k and 5k shirts
- Sponsor recognition via social media and e-blasts
- Sponsor logo included on photo backdrop
- Opportunity to include sponsor-provided promotional items in race packets
- Opportunity for a table at the Race Party
- 15 complimentary entries into either the 15k or 5k races

KIDS' FUN RUN SPONSOR | \$2,500 (ONE AVAILABLE)

- Sponsor logo included on sponsor sign
- Sponsor logo (with link) included on website
- Sponsor recognition via social media
- Opportunity to include sponsor-provided promotional items in race packets
- 10 complimentary entries into either the 15k, 5k or Kids' Fun Run

WATER STATION SPONSORS | \$1,500 (FOUR AVAILABLE)

Companies have the opportunity to sponsor one of four water stations along the race course. This is a great way to promote your company, as well as get your employees involved as water station volunteers!

- Sponsor logo included on Water Station sign
- Sponsor logo included on sponsor sign
- Sponsor logo included on website (with link)
- Sponsor recognition via social media
- Opportunity to include sponsor-provided promotional items in race packets
- Opportunity for employees to volunteer at Water Station
- 6 complimentary entries into either the 15k or 5k races

MILE MARKER SPONSORS | \$750 (TEN AVAILABLE)

- Sponsor logo included on Mile Marker sign
- Sponsor name included on website
- Sponsor recognition via social media
- Opportunity to include sponsor-provided promotional items in race packets
- 2 complimentary entries into either the 15k or 5k races

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL SPONSOR | \$2,500

- Sponsor logo included on sponsor sign
- Sponsor logo (with link) included on website
- Sponsor recognition via social media
- Opportunity to place sponsor-provided promotional items in race packets
- 10 complimentary entries into either the 15k or 5k races

GOLD LEVEL SPONSOR | \$1,000

- Sponsor logo included on sponsor sign
- Sponsor logo included on website (with link)
- Sponsor recognition via social media
- Opportunity to include sponsor-provided promotional items in race packets
- 4 complimentary entries into either the 15k or 5k races

SILVER LEVEL SPONSOR | \$500

- Sponsor name included on sponsor sign
- Sponsor name included on website
- Sponsor recognition via social media
- Opportunity to include sponsor-provided promotional items in race packets
- 1 complimentary entry into either the 15k or 5k races

BRONZE LEVEL SPONSOR | \$250

- Sponsor name included on sponsor sign
- Sponsor name included on website

IN-KIND SPONSORSHIP OPPORTUNITIES ARE ALSO AVAILABLE! THEY INCLUDE:

- Race Bags for Participants (Approx. 1,000)
- Post-Race Refreshments
- Volunteer Refreshments
- Portable Toilets & Sanitizing Stations
- Printing & Signage
- Event Rentals & Tables
- Volunteer Shirts or Hats

Do you have another idea? Let us know!

SPONSORSHIP CONTACTS:

Powers Tanis
Director of Strategic Marketing & Communications, MGC
P: 803.227.2286
Email: powers.tanis@mgclaw.com



2020 SPONSORSHIP COMMITMENT FORM

Company Name _____

Contact Name _____

Title _____ Phone _____

Mailing Address _____

City/ST/Zip _____

Email _____

Company Facebook _____

Company Twitter _____

Signature _____

Yes, we will sponsor the MGC Long Run at the following level:

Kids' Fun Run (\$2,500)
Water Station (\$1,500)
Mile Marker (\$750)

Additional Sponsorships:
Platinum (\$2,500)
Gold (\$1,000)
Silver (\$500)
Bronze (\$250)

In-Kind Sponsorships:

Race Bags (Between 750-1,000)
Post-Race Refreshments for Participants
Refreshments for Volunteers
Portable Toilets
Printing & Signage
Event Tents and Rentals
Volunteer Shirts and/or Rain Jackets
Other: _____

PAYMENT METHODS:

A check for \$_____ is enclosed, made payable to MGC Long Run.
Please send me an invoice.

Please send completed forms to:

Powers Tanis, MGC
PO Box 12519, Columbia, SC 29211-2519
Powers.tanis@mgclaw.com