



The Great Train Race

May 5, 2024



A FREDERICKSBURG TRADITION FOR 30 YEARS

SPONSOR PACKET

Sponsorship Opportunities

About the Great Train Race

For the last 29 years kids from all over the area have lined-up under the train tracks on Caroline Street to run the Great Train Race.

The Great Train Race offers three distances for runners: the 1 Mile Express, the ½ Mile George Dashington, and the ¼ Mile Caboose Run for our youngest Train Racers.

Participants in all three events receive a race shirt, finisher's medal, finish line refreshments, and a sense of pride and accomplishment.

The Great Train Race provides a rare opportunity for younger runners to experience a race that is just their own. Our young runners are thrilled to be able to run down the streets of historic Fredericksburg.

Sponsorship Levels

1. Title Sponsor
 - Filled
2. The Express Sponsor
 - Filled
3. George Dashington Sponsor
 - Filled
4. Caboose Run Sponsor
 - Filled
5. Finish Line Sponsor
 - Filled
6. Charitable Effort Sponsor
 - \$1000+
7. Photograph Sponsor
 - \$800
8. Heat Sponsors
 - \$500
9. Associate Sponsors
 - \$250

Your sponsorship will not only help the Great Train Race itself but also support Loisann's Hope House.



A true community event



A memorable day for our runners

Fredericksburg Area Running club

The Fredericksburg Area Running Club (FARC) is a 501(c)(3) nonprofit organizations. We believe that running enhances both the health and happiness of its participants. To achieve our mission, the club promotes and encourages recreational running in the community for all ages.

The club organizes Saturday morning runs, championships, social activities, and community runs such as the Great Train Race.

FARC holds several races in the community in addition to the Great Train Race. The club uses these events to provide support to many local charities.



The club is completely volunteer driven and relies on the support of the community and its members.

You can find out more about the club by visiting www.runfarc.com. FARC is a member of the Road Runners Club of America (www.rrca.org).

30 YEARS IN THE COMMUNITY

FARC has been making a difference in the community since 1994.

Loisann's Hope House



Hope House strives to end the cycle of all homelessness for children and their families within the Community.

Their program is designed to improve the quality of life for families by helping them move from homelessness to permanent housing. They offer educational opportunities and support services which include intensive case management, tutoring, employment or vocational training, placement and referrals, life skills and social skills courses, stress management,

as well as financial management, wellness and nutrition.

They also provide transportation for those families without an automobile.

Loisann's Hope House is funded through private donations and private, local, state, and federal grants.

For more information visit:

www.loisannshopehouse.org

SPONSORSHIP OPPORTUNITIES

All sponsors receive the following:

- Sponsor provided ad featured in the Race Guide
- Sponsor logo on the Great Train Race website www.gtr.runfarc.com with a link to your website
- Sponsor provided marketing material placed inside each race packet
- Social media recognition through FARC and Great Train Race profiles on Facebook and Instagram

Event Sponsor (exclusive for the Express, George Dashington, & Caboose Run)

Event Sponsors will receive:

- Sponsor's logo featured on the medal ribbon for the sponsored event
- Sponsor logos featured on the finish line structure
- Sponsor listed on all printed ads for the race
- Sponsor logo placed prominently on the back of race shirts
- Sponsors provided banner displayed in the final stretch of the race
- Space is provided in the festival area for a table/booth



To become an Event Sponsor:

- Donate \$3,500 for the Express, \$2,500 for the George Dashington, or \$2000 for the Caboose Run
- Makes checks payable to the Fredericksburg Area Running Club and mail to PO Box 3653 Fredericksburg, VA 22402



Finish Line Sponsor (exclusive)



The finish line is located at the City Docks for all 3 events. The Finish Line Sponsor will help support providing goodies and entertainment for the runners when they finish.

The Finish Line Sponsor will receive:

- The finish line will be referred to as the "sponsor name" Finish Line
- Special banner on the finish line structure with the sponsor's name and logo
- Space is provided in the festival area for a table/booth
- Sponsor logo displayed on the race t-shirt

To become the Finish Line Sponsor:

- Donate \$1500

Makes checks payable to the *Fredericksburg Area Running Club and mail to PO Box 3653 Fredericksburg, VA 22402*

Charitable Effort Sponsor (multiple opportunities)



The Great Train Race works with various groups each year to expand the reach of the event. Some examples include free entries for groups such as Ainsley's Angels and Loisann's Hope House, running shoes for Loisann's Hope House kids, and school donations.

Charitable Effort Sponsors will receive:

- Recognition for providing sponsorship for a specific effort in the Race Guide
- Space is provided in the festival area for a table/booth
- Sponsor logo displayed on the race t-shirt
- Sponsors provided banner displayed in the final stretch of the race

To become a Charitable Effort Sponsor:

- Donate \$1000 or more (reach out to discuss area of interest)
- Makes checks payable to the *Fredericksburg Area Running Club and mail to PO Box 3653 Fredericksburg, VA 22402*

Photograph Sponsor (exclusive)

During the race photographers will capturing awesome moments from the Start Line, Finish line, and in the Festival Area. The race provides those to all participants free of charge.

Photograph Sponsors will receive:

- Sponsor logo will appear on all race photos as a watermark
- Space is provided in the festival area for a table/booth
- Sponsors provided banner displayed in the final stretch of the race

To become the Photograph Sponsor:

- Donate \$500
- Makes checks payable to the *Fredericksburg Area Running Club and mail to PO Box 3653 Fredericksburg, VA 22402*

Heat Sponsors (multiple opportunities)

The event will be broken-up into waves of runners based on age and sex. Each wave will have a Heat Sponsor whose name will be announced as each wave starts the race.

Heat Sponsors will receive:

- Space is provided in the festival area for a table/booth
- Sponsor listed on heat schedule provided to all participants
- Sponsors provided banner displayed in the final stretch of the race

To become a Heat Sponsor:

- Donate \$500
- Makes checks payable to the *Fredericksburg Area Running Club and mail to PO Box 3653 Fredericksburg, VA 22402*

Associate Sponsors (multiple opportunities)

Associate Sponsors will receive:

- Items listed at the top...
- Sponsors are welcome to provide a banner to be displayed in the festival area

To become an Event Sponsor:

- Donate \$250
- Makes checks payable to the *Fredericksburg Area Running Club* and mail to *PO Box 3653 Fredericksburg, VA 22402*



Other Opportunities to Help

If providing financial support is not possible, there are other ways your organization can help:

- Provide volunteers to help with the event
- Donate items such as snacks, water, or other treats for our participants
- Help promote the event through your social media and/or signs at your place of business

Please reach out if you have any questions about supporting the race.



For more information visit the Great Train Race website:

www.gtr.runfarc.com

or contact the Race Director:

Brian Pessolano

brian.pessolano@runfarc.com