

# RACE FORWARD 2-DAY

**AUGUST 13 & 14 | LAKE NOKOMIS**

Together, we can race forward to advance racial and gender equity.



## Saturday, August 13

Bring your friends and families together for our second annual, untimed casual (or competitive) run/walk against racism. We offer adaptive racer accommodations, free registration for children under 10 and virtual options.

## Sunday, August 14

The Women's Triathlon celebrates the strength in all women. We welcome women, girls and non-binary athletes who identify with womanhood of all abilities to challenge themselves to a swim, bike and run. The event course is also para-friendly for adaptive athletes and scholarships are available for first-time athletes.



Largest sprint triathlon in Minnesota and largest women-only triathlon in the Midwest



Voted Race of the Year in 2012, 2017 and 2019



Voted Peoples' Choice Race of the Year top five 11 years in a row!



2009 Breaking Barriers Award, National Girls and Women in Sports Day

## Race Forward 2-Day Sponsorship:



Aligns your brand with YWCA's mission to eliminate racism and empower women



Supports YWCA's mission and programs



Gives your brand exposure to a broad and unique audience



Offers opportunities for your employees to engage as participants, volunteers and fundraisers



**#RaceForward2Day**  
**#YWCA5K**  
**#YWCAWomensTri**

# Race Forward 2-Day 2022 Sponsor Levels



## PRESENTING \$25,000

## HUMAN RIGHTS \$15,000

## CHAMPION \$10,000

### Sponsor Benefits

Create a corporate team on our event platform	✓	✓
15 complimentary entries for the 5K and 5 complimentary entries for the Women's Tri	5 complimentary entries for the 5K and 2 complimentary entries for the Women's Tri	5 complimentary entries for the 5K and 2 complimentary entries for the Women's Tri
\$10 off registration for 75 participants	\$10 off registration for 50 participants	\$10 off registration for 30 participants

### Promotional Benefits

Logo recognition in attendee emails	✓	✓
Logo and custom coupon code for your product/service in our virtual swag bag	✓	✓
Provide a swag item at the event expo and host a booth during race weekend	✓	✓
Contribute a prize for a post-event giveaway	✓	✓
Logo recognition on event and registration webpage	✓	✓
Social media mention	✓	✓
Logo on signage at YWCA fitness facilities	✓	✓
Verbal recognition before each race	✓	✓
Logo added to the tri race tank or an area (transition area, finish line, etc.)	Option to add logo to the tri race tank or an area (transition area, finish line, etc.)	Option to add logo to the tri race tank or an area (transition area, finish line, etc.)
Speaker on both mornings to kick off event		
Sponsor-provided 30-second video posted on YWCA's social media channels		

**Estimated Recognition Impressions: 496,500+**

(Onsite Signage, Enewsletters: 14,000+ YWCA Health and Wellness Members;  
YWCA Website Annual Visits: 467,700+; Social Media: 13,400+; Event Attendees: 1,400+)

# Race Forward 2-Day 2022 Sponsor Levels



**PARTNER \$5,000**

**KEYSTONE \$3,000**

**VENDOR \$500**

## Sponsor Benefits

Create a corporate team on our event platform	✓	✓
5 complimentary entries for the 5K or 2 complimentary entries for the Women's Tri	3 complimentary entries for the 5K or 1 complimentary entry for the Women's Tri	

## Promotional Benefits

Logo recognition in attendee emails	Name recognition in attendee emails	Name recognition in attendee emails
Logo and custom coupon code for your product/service in our virtual swag bag	✓	✓
Provide a swag item at the event expo	✓	✓
Contribute a prize for a post-event giveaway	✓	✓
Social media mention	✓	
Logo recognition on event and registration webpage	Name recognition on event and registration webpage	
Logo on signage at YWCA fitness facilities		
Verbal recognition on race weekend		

## IN-KIND SPONSORSHIP

There are a variety of race needs and partnership levels that can be met with a mix of in-kind service and cash donations. In-kind sponsorships up to \$5,000 receive the same benefits as cash sponsorships (calculated at sponsor's cost, not retail pricing).

## BECOME AN EVENT SPONSOR TODAY!

We are happy to customize sponsorships, contact [engagement@ywcamps.org](mailto:engagement@ywcamps.org)

### SPONSORSHIP TERMS AND CONDITIONS:

Vendor space is approximately 10' x 10'. Deadline for reserving vendor space is August 1, 2022. Space is not reserved until payment is received. Number and type of vendors may be limited. Priority is given to sponsors. YWCA Minneapolis reserves the right to refuse any vendor for any reason. Terms of agreement do not go into effect until contract is signed and payment received. For inclusion in the 2022 race, sponsor deadline is July 18, 2022. Terms are valid through the 2022 Race Forward 2-Day weekend.

**All sponsorship payments by check are payable to: YWCA Minneapolis and due Monday, July 25, 2022.**  
Please mail payment to: 1130 Nicollet Mall, Minneapolis, MN 55403, Attention: Women's Triathlon