

## IN-KIND MEDIA SPONSORSHIP OPPORTUNITIES PROMOTIONAL PARTNER SPONSORSHIP (VALUED AT \$7,000)

### Requested In-Kind Media Sponsor Deliverables:

- Two (2) Promotional Facebook posts\*
- Two (2) Promotional Twitter posts\*
- Two (2) Promotional Instagram posts\*
- Following additional support options to be agreed upon before finalizing sponsorship
  - Half page or greater print advertisement with release prior to February 14, 2021
  - Digital advertising with minimum of 30-day tenure to be completed prior to February 14, 2021
  - Promotional article or digital content partnership prior to February 14, 2021

\*Posts are required to tag to our relevant profiles or include the hashtag #RunSeasideFL:

- Facebook: [www.facebook.com/SeasideSchoolFoundation](http://www.facebook.com/SeasideSchoolFoundation)
- Twitter: @RunSeasideFL
- Instagram: @SeasideSchoolFoundation

### Seaside School Virtual Half Marathon + 5K Deliverables to In-Kind Media Sponsor:

- Logo placement on race t-shirts distributed to all participants  
(Firm deadline of November 2, 2020 for inclusion)
- Logo placement with hyperlink on [www.runseasidefl.com](http://www.runseasidefl.com) home page and 2021 Sponsors page
- One (1) sponsor thank you posts on Facebook with applicable tagging
- One (1) sponsor thank you posts on Instagram with applicable tagging
- Sponsor name listing with hyperlink in sponsorship-focused email distributed to all runners

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### THANK YOU FOR SUPPORTING THE SEASIDE WAY!

Every year, the gap between the Seaside School standard of excellence and state funding grows more and more. Whether you run or sponsor, please know that your support is needed and greatly appreciated. 100% of the profits of the 2021 Seaside School Virtual Half Marathon + 5K supports the operating budget of the Seaside Neighborhood School and Seacoast Collegiate High School. Your participation reduces class size. Your participation provides middle school and high school students the opportunity to participate in elective classes for gardening, music, art, an award winning robotics program, advanced placement classes as well as career-readiness industry certification courses. Great things are happening at the Seaside School... thanks to you!