

mgc 
LONG RUN

Net Proceeds to Benefit



South Carolina

2017 SPONSORSHIP PROPOSAL

mgclongrun.com

Saturday, February 4, 2017

Columbia, SC

mgc **LONG RUN**

ABOUT MGC LONG RUN 15k | 15k Relay | 5k | Kids' Fun Run

McAngus Goudelock & Courie is proud to bring the MGC Long Run 15k|5k back to Columbia for its fourth year. This road race began in 2014 in an effort to combine the firm's wellness initiative with its community giving program. Last year's race featured 750 runners and walkers and 125 volunteers. The MGC Long Run has been able to donate over \$76,000 to local nonprofits since 2014. The 2017 race includes a 15k, 15k relay, 5k and Kids' Fun Run, all taking place on Saturday, February 4 in downtown Columbia. The races will be followed by a family-friendly, fun after-party at the First Citizens Courtyard on the corner of Main and Lady Street. For all the details about this not-to-miss event, visit www.mgclongrun.com.

ABOUT MGC



**INSURANCE
DEFENSE**

McAngus Goudelock & Courie is a metrics-driven law firm built specifically to meet the needs of insurance companies and their customers. From 13 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 nearly 400 attorneys and staff. For more information about MGC, please visit www.mgclaw.com.

ABOUT USO SOUTH CAROLINA



The USO lifts the spirits of America's troops and their families. We provide a touch of home at our centers at the Columbia Metropolitan Airport and Camp McCrady Training Center. Through innovative programs and services we serve over 100,000 troops and military families across South Carolina. The USO is a private, non-profit organization, not a government agency. We rely on the generosity of our donors and volunteers to make our patriotic mission possible.

Many of us take everyday moments in our lives for granted – from family dinners and bed time stories to connecting with friends and family, or walks with the dog. But these are the very moments that our troops and their families sacrifice and miss due to their commitment and service to our country. For this reason, USO South Carolina is committed to helping our troops and their families throughout their service – making every moment count – whether they are training, deploying overseas or returning home.

For more information, please visit <http://us.uso.org/southcarolina/>.

PRESENTING & 15K SPONSOR – SOLD

THE NOT-SO-LONG RUN 5K SPONSOR (\$7,500) – SOLD

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

- Sponsor-provided banner hung near start/finish line and After-Race Party area
- Sponsor name and/or logo included on sponsor sign
- Sponsor name and/or logo included on e-blasts, website (with link), 15k and 5k t-shirts and race brochure
- Sponsor recognition via social media and e-blasts
- Sponsor logo included on photo backdrop at finish line/After-Race Party
- Opportunity to include sponsor-provided promotional items in race packet
- Opportunity for table at the After-Race Party
- First right of refusal for future events
- 25 complimentary entries into either the 15k or 5k races

START/FINISH LINE SPONSOR (\$7,500) – One Available

The Start/Finish Line sponsor has exclusivity for this sponsorship level.

- Sponsor-provided banner hung near start/finish line and After-Race Party area
- Sponsor name and/or logo included on sponsor sign
- Sponsor name and/or logo included on e-blasts, website (with link), 15k and 5k shirts and race brochure
- Sponsor recognition via social media and e-blasts
- Sponsor logo included on photo backdrop at finish line/After-Race Party
- Opportunity to include sponsor-provided promotional items in race packets
- Opportunity for a table at the After-Race Party
- First right of refusal for future events
- 20 complimentary entries into either the 15k or 5k races

KIDS' FUN RUN SPONSOR (\$5,000) – One Available

- Sponsor-provided banner hung at After-Race Party area
- Sponsor name and/or logo included on sponsor sign
- Sponsor name and/or logo included on e-blasts, website (with link), 15k, 5k and Kids' Fun Run shirts and race brochure
- Sponsor recognition via social media and e-blasts
- Sponsor logo included on photo backdrop at finish line/After-Race Party
- Opportunity to include sponsor-provided promotional items in race packets
- Opportunity for a table at the After-Race Party
- 15 complimentary entries into either the 15k, 5k or Kids' Fun Run

AFTER-RACE PARTY SPONSOR (\$5,000) – Multiple Available

The After-Race Party sponsor(s) are recognized as sponsors of the post-race party.

- Sponsor-provided banner hung at After-Race Party
- Sponsor name and/or logo included on sponsor sign
- Sponsor name and/or logo included on e-blasts, website (with link), 15k and 5k shirts and race brochure
- Sponsor recognition via social media and e-blasts

- Sponsor logo included on photo backdrop at finish line/After Race Party
- Opportunity to include sponsor-provided promotional items in race packets
- Opportunity for a table at the After-Race Party
- 15 complimentary entries into either the 15k or 5k races

WATER STATION SPONSORS (\$1,500) -- Four Available

Companies and organizations have the opportunity to sponsor one of four water and nutrition stations along the race course(s). This is a great way to promote your company, as well as get employees involved.

- Sponsor name and/or logo included on Water Station sign
- Sponsor name and/or logo included on sponsor sign
- Sponsor name and/or 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
- Sponsor-provided banner hung at After-Race Party
- 6 complimentary entries into either the 15k or 5k races

MILE MARKER SPONSORS (\$750) – Ten Available

- Sponsor name and/or logo included on Mile Marker sign
- Sponsor name and/or logo included on sponsor 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) – Multiple Available

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

GOLD LEVEL SPONSOR (\$1,000) – Multiple Available

- Sponsor name and/or logo included on sponsor sign
- Sponsor name and/or 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) – Multiple Available

- 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 race

BRONZE LEVEL SPONSOR (\$250) – Multiple Available

- Sponsor name included on sponsor sign
- Sponsor name included on website
- Opportunity to include sponsor-provided promotional items in race packets

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

- Race Bags for Participants (Between 1,000-1,500)
- Post-Race Refreshments
- Volunteer Refreshments
- Portable Toilets
- Printing and Signage
- Event Rentals and Tents
- Volunteer Shirts and/or Rain jackets

Do you have other ideas? Let us know!

MGC Long Run Sponsorship Questions:

Angela Roebuck, Marketing Coordinator

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803.227.2216

Powers Tanis, Communications Director

powers.tanis@mgclaw.com

803.227.2286



2017 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:

- Start/Finish Line (\$7,500)
- After-Race Party (\$5,000)
- Kids' Fun Run (\$5,000)
- 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 1,000-1,500)
- 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:

Angela Roebuck, MGC
PO Box 12519, Columbia, SC 29211-2519 or angela.roebuck@mgclaw.com