



# YORK WHITE ROSE RUN SPONSORSHIP

[yorkroadrunners.com/yorkwhiteroserun](http://yorkroadrunners.com/yorkwhiteroserun)



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A background image showing a large crowd of runners at the start of a race. The runners are diverse in age and appearance, and they are all looking forward with determination. The image is slightly blurred, giving a sense of motion. On the left side of the image, there are decorative geometric shapes in blue and black.

# ABOUT THE EVENT

**The first York White Rose Run was held in 1977** and is currently the oldest race in York City. The 5-mile road race winds through the streets of York City for more than three miles (including Farquhar Park), and continues towards George Street to the new section of the Heritage Rail Trail. The race start and venue is held at White Rose Bar and Grill. This has drawn as many as 800+ runners and has been known to attract a field of elite runners from local and regional areas, including Olympic Games participants from eleven different countries. A non-profit in York County is selected every year as the beneficiary.



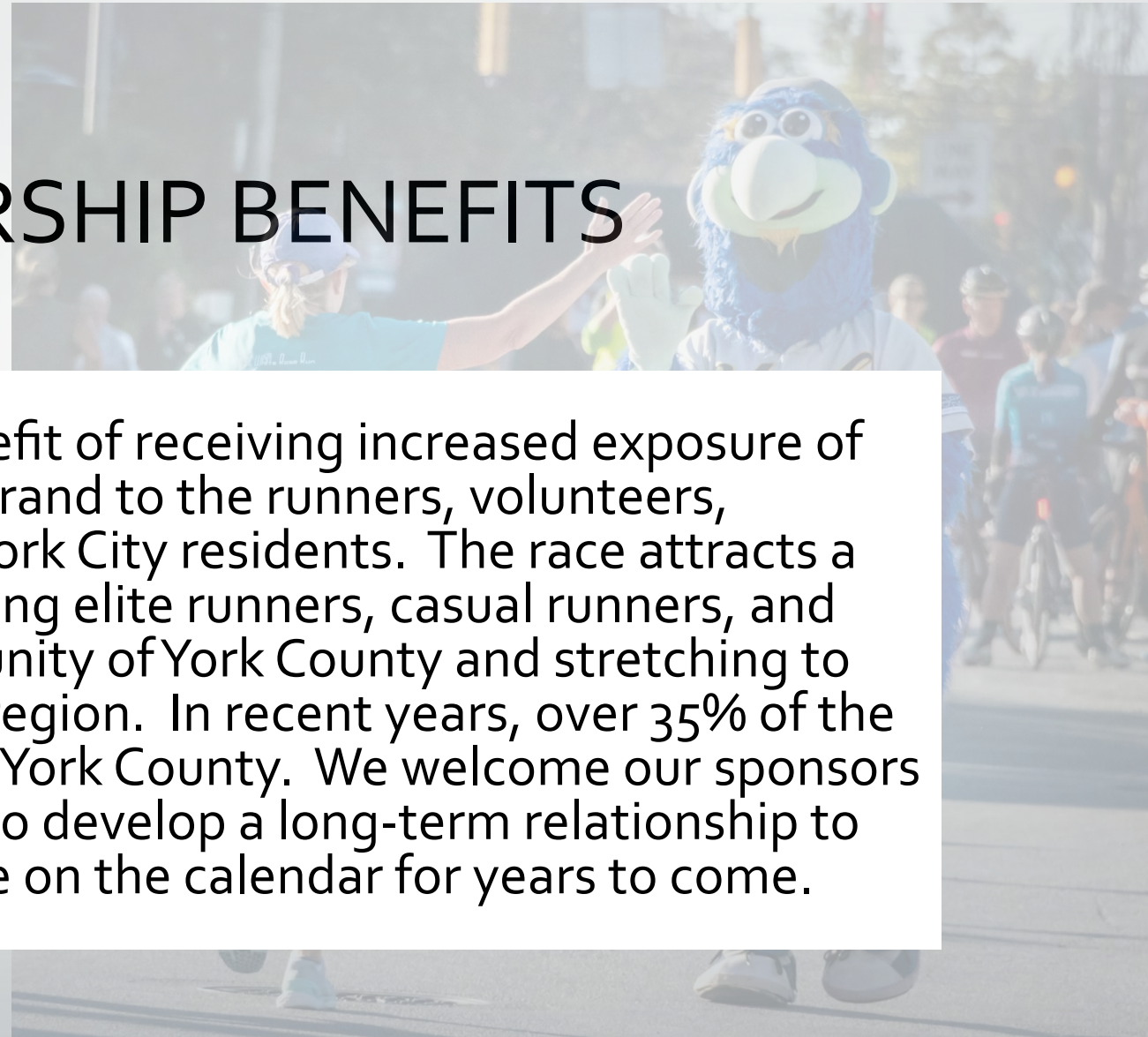


# EVENT HIGHLIGHTS

- ❑ The most epic White Rose Run took place in 1992, when York County native Keith Dowling (a graduate of York Catholic) ran an all-out duel with U.S. Olympian Steve Spence, who represented the U.S. in the marathon earlier that year in Barcelona. Both men were timed at 23:37 with Dowling winning by a step. The television cameras were there and crowds lined King Street to see both men battle it out.
- ❑ Loretta Claiborne, likely York's most famous athlete of all time, won the first White Rose Run in 1977.
- ❑ The women's most competitive finish happened in 2003. It was a Russian sweep, as Tatyana Petrova (Arkhipova) got the win over Tatyana Chulakh and Yuliya Gromova, as the three crashed through the chutes. Petrova and Chulakh were timed at 26:54, with Gromova a second behind at 26:55. (Petrova would go on to win bronze at the 2012 Olympic Marathon in London).
- ❑ Since the inception of York Road Runners Club owning this race, we have donated approximately \$10,000 back to our local community.

# SPONSORSHIP BENEFITS

Sponsors enjoy the great benefit of receiving increased exposure of their business, products and brand to the runners, volunteers, spectators, local media, and York City residents. The race attracts a wide range of athletes, including elite runners, casual runners, and walkers from the local community of York County and stretching to the greater South Central PA region. In recent years, over 35% of the runners come from outside of York County. We welcome our sponsors as partners and look forward to develop a long-term relationship to keep this iconic, historical race on the calendar for years to come.







# SPONSORSHIP SUPPORT

**The committee works countless hours to organize and make this local race a success. Below is a snippet of the expenses involved to make it happen:**

**Event permits**

**Bibs**

**Award caps**

**Event signs**

**Promotional materials**

**Traffic control**

**Race timers**

**Portable toilet rentals**

**Top finishers cash prizes**

**Participant shirts**

**Volunteer shirts**

**Aid station (water)**

**Course signs**

**Event insurance**

**Post-race food**

**EMS**

**Postage**

**Start/Finish line materials**

# SPONSORSHIP PACKAGES

## GOLD - \$1500

- **All Silver Sponsor benefits plus...**
- Prominent company logo on race shirt
- Total of ten (10) complimentary race entries

## SILVER - \$1000

- **All Bronze Sponsor benefits plus...**
- Company logo on race shirt
- One (1) seat on race advisory board
- Total of five (5) complimentary race entries

## BRONZE - \$500

- Company name on the race shirt
- Company logo on event website
- Recognition on social media
- Promotional material(s) in participant packet
- Marketing table at race
- All pre-race and race day exposures
- Three (3) complimentary race entries



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The background of the slide is a faded photograph of a road race. Several runners are visible on a city street. In the foreground, a woman in a bright yellow-green tank top and a pink headband is smiling. To her left, another runner in a blue tank top is also visible. The street has traffic lights, a 'STOP HERE ON RED' sign, and a 'CENTRAL FAMILY' sign in the background. A white and orange traffic barrier is on the right side of the road.

# SPONSORSHIP FORM

Ready to join our team? The Event Leadership Team consists of Race Director, Karen Lam-Duckett and Sponsor Relations Coordinator, Erin Dubs. Please click on the [Sponsorship Form](#) to get started.

For customized sponsorship or any questions please feel free to contact us at [whiteroserun5@gmail.com](mailto:whiteroserun5@gmail.com). We will work with you to make a win-win partnership for everyone.

York Road Runners Club is a non-profit 501(c)(7) EIN 23-2220572.