



SPONSORSHIP OPPORTUNITY

HORRY COUNTY GOVERNMENT INTERNATIONAL DRIVE ROAD RACE 2019

We are pleased to present the following sponsorship opportunity for the 2019 International Drive Road Race, hosted by Horry County Government on Sunday, April 28, 2019. The sponsorship opportunity is outlined below along with an investment for your review. To be considered as a Sponsor, you must submit a completed Sponsor/Donor Application with applicable required items specified in the application. Donations in any amount are accepted, but Donors will not receive sponsorship benefits. (Donor(s) is a firm/entity donating any amount and are not seeking to participate/be identified as a sponsor.)

For an investment of \$500, your firm would receive:

- Vendor Booth (up to 100 sq. ft.) on event day

For an investment of \$1,000, your firm would receive:

- Vendor Booth (up to 100 sq. ft.) on event day
- Opportunity to use the International Drive Road Race logo for promotions and marketing programs
- Inclusion in Virtual Event Bag sent to participants several times pre-and post-race

For an investment of \$3,500, your firm would receive:

- Vendor Booth (up to 100 sq. ft.) on event day
- Opportunity to use the International Drive Road Race logo for promotions and marketing programs
- Inclusion in Virtual Event Bag sent to participants several times pre-and post-race
- Hyperlinked logo on event webpage
- Inclusion in four (4) event-specific e-newsletters sent to event participant database (90-Day Out/45-Day Out/Final Race Instructions/Congratulations)
- One Facebook (1) partnership announcement post (promoting all events agreed upon) to 100,000+ followers (Image and verbiage provided by sponsor, **subject to approval by County**)

For an investment of \$5,000, your firm would receive:

- Vendor Booth (up to 100 sq. ft.) on event day
- Opportunity to use International Drive Road Race logo for promotions and marketing programs
- Inclusion in Virtual Event Bag sent to participants several times pre-and post-race
- Hyperlinked logo on event webpage
- Inclusion in four (4) event-specific e-newsletters sent to event participant database (90-Day Out/45-Day Out/Final Race Instructions/Congratulations)
- One Facebook (1) partnership announcement post (promoting all events agreed upon) to 100,000+ followers (Image and verbiage provided by sponsor, **subject to approval by County**)
- Logo on the back of all participant shirts
- PA (Partnership Announcement) mentions on event day
- Three (3) Facebook posts on Facebook event page (Image and verbiage provided by sponsor, **subject to approval by County**)
- Two (2) coroplast signs in the finish line chute area



CONTINENTAL
eventANDsportsMANAGEMENT



2ND ANNUAL INTERNATIONAL DRIVE ROAD RACE
Sponsor / Donor Application

DUE DATE: JANUARY 23, 2019 at 2:00 PM, Local Time

Potential Sponsors and Donors must return the completed application, a copy of Horry County Business License (*if applicable*), and a check payable to Horry County Government for the amount of your desired sponsorship level. Donations in any amount are accepted, but **Donors will not receive sponsorship benefits.** (Donor(s) is being defined as a firm/entity/person donating any amount and are not seeking to participate or be identified as a sponsor.) **Please return completed application, with business license (if applicable), certificate of insurance (COI) [if applicable], and payment to:** Horry County Government, ATTN: Office of Procurement – ATTN: Nicole VanVoorhis, 3230 HWY 319 E, Conway, SC 29526. **Applications received after the due date and time may not be considered for Sponsorship.**

Seeking consideration as a SPONSOR, or are providing a DONATION: _____

Name of Business (*if applicable*): _____

Business Website (*if applicable*): _____

Primary Contact Name: _____

Address: _____

Email: _____

Phone: _____

Business License Number (*if applicable*): _____

If accepted as a Sponsor, will you participate in “Vendor Booth” and be selling items?: YES NO

If accepted as a Sponsor, and are participating in “Vendor Booth”, do you need a table?: YES NO

If accepted as a Sponsor, your Primary Contact will be notified by email. Accepted sponsors that indicated their desire to participate in “Vendor Booth” will be provided space large enough for a pop-up tent (approximately 100 square feet) on Sunday, April 28, 2019. You must provide your own tent, chair(s), and any other related items. Horry County Government will provide a table, per sponsor during the day of the event, if you request it. Please identify, within your submittal, if you will need a table. Participants with a vendor booth or selling items will be required to provide proof of liability insurance (COI) with their application submittal.

Unaccepted Sponsors will be notified via email or letter to Primary Contact identified on application, and receive their uncashed check via Certified Mail. Donors will be provided a receipt upon written email request to vanvoori@horrycounty.org.

If you have any questions, please use the Q&A portion of Bidnet for this project. Last Day for questions is January 14, 2019 at 2:00 PM, Local Time.