



**For More Details, Contact:**

Jay Lewis, Race Director

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[www.chilepepperfestival.org](http://www.chilepepperfestival.org)

## 2021 Chile Pepper Sponsorship Levels

**Race Day is October 2nd, donations by September 15th**

Our Publicity Plan utilizes radio, television, print advertising, our custom website, poster distribution, race flyers, email blasts, press conference and race day mention of your commitment. Top 4 Cash donors on 5000+ Race Bibs! Limit of 4 sponsor expo/displays during event, pending Board approval.

### **Ghost Pepper: \$10,000+**

VIP tent named for sponsor and called out in all marketing  
Expo space available beside VIP Tent at Finish Line  
Top Sponsor recognition  
Prominent Position of Logo on T-Shirt  
VIP Ten entries for 20  
8 tickets to the post race celebration  
Tent provided if requested; 10X10 or 20X20  
Mention during all TV and Radio ads and interview  
Recognition at race day and post race commentary

### **Habanero: \$5,000 - \$9,999**

Prominent Position of Logo on T-Shirt, and other marketing material  
Inclusion in all printed media and website  
20 Race T-shirts  
20 complimentary entries to the race  
8 tickets to the post race celebration  
Expo Tent provided if requested; 10X10 or 20X20  
Mention during all TV and Radio ads and interview  
Recognition at race day and post race commentary

### **Cayenne: \$2,500 - \$4,999**

Secondary Position of Logo on T-Shirt, Marketing Materials  
12 Race T-shirts  
12 complimentary entries to the race  
4 tickets to the post race celebration  
On site Expo space available  
Inclusion in all printed media and website  
Recognition during race day commentary

### **Serrano: \$1,000 - \$2,499**

Secondary Position of Logo on T-Shirt, Marketing Materials  
6 Race T-shirts  
6 complimentary entries to the race  
2 tickets to the post race celebration  
Inclusion in all printed media and website  
Recognition during race day commentary

### **Jalapeño: \$500 - \$999**

Logo on T-Shirt and Marketing Materials  
2 Race T-shirts  
2 complimentary entries to the race  
2 tickets to post race celebration  
Inclusion in all printed media and website  
Recognition during race day commentary

### **Poblano: \$250 - \$499**

Name on T-Shirt, most Marketing Materials  
2 Race T-shirts  
2 complimentary entries to the race  
Recognition during race day commentary and website

<b>Sponsor Name:</b> _____
<b>Contact Name:</b> _____
<b>Contact Phone, Email:</b> _____
<b>Sponsor Street Address:</b> _____
<b>City, State, Zip:</b> _____
<b>Telephone:</b> _____
<b>Pepper Level, Pledge:</b> _____

**Upon completion, please email to [jay.lewis@chilepepperfestival.org](mailto:jay.lewis@chilepepperfestival.org).**