



For More Details, Contact:

Ken Robertson, Race Director
(479) 790-8500

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www.chilepepperfestival.org

2022 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

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

Upon completion, please email to kenrobertson@outlook.com