



For More Details, Contact:

Ken Robertson, Race Director
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www.chilepepperfestival.org

2023 Chile Pepper Sponsorship Levels

Race Weekend is September 29-30. Donations due by September 11th

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 financial 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 Tent 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, other marketing
- 12 Race T-shirts
- 12 complimentary entries to the race
- 4 tickets to the post race celebration
- Onsite 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, other marketing
- 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 and 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 ken.robertson@chilepepperfestival.org