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# Anniston Runners Club

2017 Sponsorship Opportunities [www.annistonrunners.com](http://www.annistonrunners.com/)

**Club History:** The Anniston Runners Club was formed in l980 when a group of Anniston businessmen, who ran together each Sunday afternoon for fitness, decided to form a running club. After a Sunday run, they met at one of their homes and drew up the bylaws. One of their first member meetings was at Golden Springs Community Center with Dr. Charles Veale speaking on health and fitness. The club began to grow, and within three years, the club had 180 members that consisted of doctors, lawyers, bankers, insurance agents, Mayor Norwood Hodges, teachers, and others. The name Anniston Runners Club (ARC) was chosen.

At the time the ARC was formed, the biggest local foot race held in Anniston in conjunction with the Alabama Shakespeare Festival was the Midsummer Morn *5K ,* which was sponsored by the Anniston Star, but ARC helped run it, too. When the Shakespeare Festival moved to Montgomery in 1986, ARC and the Star agreed ARC could adopt the race. Since the race was held on Woodstock Avenue, it was renamed the Woodstock *5K.*

We were honored in February of 2013 when the Calhoun County Historic Preservation Committee and the City of Anniston designated our Woodstock *5k as* an historic course. The City funded the production and erection of two beautiful historic markers for the start and finish of our signature race.

**While our club is named "Anniston" Runners Club, it is by no means exclusively an Anniston** club...or even just a Calhoun County entity. We boast more than 500 members throughout four cities in Alabama and nine cities in five states outside of Alabama. We are the fifth largest running club in Alabama **and we are closing in on number four.**

**Mission Statement:** The Anniston Runners Club (ARC) is committed to promoting, encouraging, and fostering the love of running. We strive to promote the healthy benefits of running and mentor new runners.

**Non-Profit Status:** Anniston Runners Club is granted 50l(c)(3) status through our membership in the Road Runners Club of America. Donations, contributions, and sponsorship of our club are tax deductible.

### 2017 Executive Board of Officers

**President**

**Vice-President Secretary Treasurer**

**Woodstock Race Director**

**Director-at-Large**

**Immediate Past-President**

Robert Powers Nicole Dieckow Jessica Pontero Cody Harris

Nicole Dieckow

Scott Key

Robert Smith

### 2017 Extended Board of Officers

Calendar/Event Updates Enews Director Equipment Director Grand Prix Director

Rookie Runners Chair Sponsorship Chair

Tri Team Director

Trail Running Chair

Women’s Running

Youth Running Chairs

Randy Bright Paige Powers Dennis Paradeis Nicole Dieckow Amanda Hart

Roger Durham

#### Mike Miller

Ronnie Roberson

Robin Spoon

Amy Ezell/Abby Nunnelly

Events:

Meetings:

#### Divisions:

Anniston Runners Club (ARC) hosts four running events and supports fourteen Grand Prix events throughout the year.

ARC holds monthly officer meetings to organize upcoming events and member **meetings/socials for interaction in a non-competitive format. Educational** workshops/seminars are held throughout the year, utilizing area experts, with topics **ranging from the "5 Most Common Running Injuries" to motivational meetings about** Triathlons, Ultra-Racing, Marathons, and Nutrition. ARC holds an Annual Banquet to celebrate a successful year, honor winners of the Grand Prix Series, Mile-a-Day Club (MAD), the 1200 Mile Club, other mileage awards, and to recognize other accomplishments. The banquet is also the time the announcement of the officers for the upcoming year is made.

To serve the needs of our membership, the club has a variety of divisions including (all of which are free):

**Youth Running** - We offer an exciting program geared to elementary-age

children designed to motivate them to enjoy the physical benefits of running and walking.

**Ultra/Trail Division** -The popularity of ultra-races has exploded in the last few years. (Ultradistance is any length over the traditional marathon distance of 26.2 miles.) We hold a variety of trail-training options, and support and volunteer for two ultra-trail **events.**

**Triathlon Division - The sport of triathlon is booming, and we offer our** members opportunities to garner education and training about the three traditional sports of triathlon: swimming, biking, and running. We hold training workshops and mock triathlons before and during the season.

**Women's Running Division - Women's running has come a long way since** females were banned from running in marathons or when they had to purchase men's running shoes. Now, women's running is booming with women-specific apparel, races, training, and injury/nutrition education.

**Rookie Runners** - This outreach is to local prospective runners who have never run, have not run in a long time, or are recovering from injury. Whatever levelsomeone is, we partner ARC members with them to encourage and support them.

Participants use the Couch to 5k Program, and they do not have to be a member of the club.

#### EVENTS

**January Annual Banquet**

**January Half Naked Half-Marathon:**

**March Anniston Canyon Climb:**

**August Remembrance Rnn:**

**August Woodstock 5K and Kidstock l Mile Run/Walk:**

**November Plucked Turkey l0K:**

**Grand Prix Events:**

ARC's annual banquet is in January each year. Club awards are presented and elected officers installed.

ARC hosts an annual half marathon at McClellan with a member breakfast following the run.

The Anniston Canyon Climb 5-miler and Regional Medical Center Health Fair. Experience Anniston Runners Club's challenging hill race, a scenic run through Anniston neighborhoods with a cumulative climb of l, 100 feet!

The Saturday before our Woodstock 5K, we hold a training run to remember and honor those whom we love and/or have lost.

For *36* years, the Woodstock *5K* has been ARC's signature race. The course starts at Anniston High School and winds its way through the historic Woodstock neighborhood. We have won bids to host seven Road Runners Club of America Championships. We are proud to wear the title of "Historic Woodstock 5k."

The Kidstock !Mile Run/Walk is held in conjunction with ARC's Woodstock 5K.

Benefits from both events are donated to the United Cerebral Palsy Foundation and Special Olympics.

On Thanksgiving morning, runners participate in a low-key 10K race. Over 200 runners participate each year. Awards of smoked turkey/ham and pies are present.

Proceeds benefit the YMCA of Calhoun County.

ARC supports the 14 races of the Grand Prix Series. Runners earn points for competing in the series and for placing in his/her age group.

After the season is completed, ARC honors the winning competitors at the ARC annual banquet.

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**2017 Sponsorship Opportunities**

Sponsors are invited to choose a level for funding commitment from the following packages.

**Patron Sponsor $1,000.00**

* + - 1. Sponsor receives two club memberships and two tickets to the Annual Banquet in January

1. Logo on Anniston Runners Club website: (www.annistonrunners.com)
2. 25% discount on a larger ad in the Woodstock magazine insert in the Anniston Star in July
3. Logo on sponsor page of Woodstock magazine insert
4. Logo or name on print materials for Woodstock 5K/K.idstock !Mile Run/Walk
5. Logo on select Anniston Runners Club apparel and other promotional materials
6. Logo on Woodstock 5K/K.idstock !Mile Run/Walk, Grand Prix winner, and 1200 Mile shirts
7. Logo on Woodstock 5K/K.idstock !Mile Run/Walk banners, posters, signs, and other promotional

materials

1. Sponsor highlights on the Anniston Runners Club and Woodstock Facebook pages.

**10. Sponsor name recognized in select radio, television, and newspaper promotions**

1. One Woodstock 5K/K.idstock !Mile Run/Walk shirt
2. Sponsor can host a booth at Woodstock 5K/K.idstock! Mile Run/Walk
3. Sponsor may choose one of two payment options: A.) Full payment at contract signing

B.) Split into two payments

### Supporting Sponsor $2,500.00

1. Sponsor receives two club memberships and two tickets to the Annual Banquet in January

1. Logo on Anniston Runners Club website: (www.annistonrunners.com)
2. Link of sponsor website to the Anniston Runners Club website
3. 25% discount on a larger ad in the Woodstock magazine insert in the Anniston Star in July
4. Logo on Sponsor page of Woodstock magazine insert
5. Sponsor highlights on the Anniston Runners Club and Woodstock Facebook pages.
6. Predominant Logo on select print materials for all races/events hosted by Anniston Runners Club
7. Predominant Logo on select Anniston Runners Club apparel and other promotional materials
8. Logo on race/event shirts, including Woodstock 5K, Grand Prix winner, and 1200 Mile Club.

**10. Logo on select banners, posters, signs, or other promotional materials**

**1 1. Sponsor name recognized in select radio, television, and newspaper promotions**

1. Two Woodstock 5K/K.idstock I Mile Run/Walk shirts
2. Recognition at Anniston Runners Club events
3. Sponsor can host a booth at Woodstock 5K/Kidstock !Mile Run/Walk
4. Sponsor may choose one of two payment options: A.) Full payment at contract signing

B.) Split into two payments

### Headline Sponsors: Only two available $5,000.00

In addition to all of the benefits for the $2,500 Supporting Sponsor, you will receive:

* Logo/link on home page of Anniston Runners Club website
* 25% discount on a larger ad in the Woodstock magazine insert in the Anniston Star in July
* Headline logo on front cover (color) of magazine insert
* Logo will be a predominant logo on all shirts for all Anniston Runners Club Events
* Logo will be a predominant logo on the Finish Line Banners at the Woodstock 5K
* Two Woodstock 5k/Kidstock 1 Mile Run/Walk shirts





# 2017 Contract

## Please return by Friday February 10, 2017

Yes, I would like to sponsor the Anniston Runners Club at the level below.

|  |  |
| --- | --- |
| **Check one:** |  |
| Headline Sponsor | $5000 |
| Supporting Sponsor | $2500 |
| -­­­­ \_\_\_\_\_\_\_\_Patron Sponsor | $1000 |

### Check one:

Payment is included

Payment made in the following manner: --------------

**Check one:**

Company Logo Included (camera ready positive, CD etc.)

Emailed to Melba White at [treasurer@annistonrunners.com](mailto:treasurer@annistonrunners.com)

Contact for Logo ----------------------

**Company Information:**

Contact \_ Email -------------

## Company

Phone \_

Address Zip \_

With your sponsorship, you receive two ARC memberships. Please fill out the enclosed Membership Forms for your two choices.

### Mail to: Anniston Runners Club - PO Box 2022 - Anniston AL 36202