



Hello,

My name is AJ Long and I am the sponsorship coordinator for the Anniston Runners Club in 2024. Thank you for your continued support of our organization. We had a very successful year in 2023 and want to continue our growth into 2024 by supporting our community and promoting the benefits of running.

Anniston Runners Club hosted the RRCA National 5K Championship in Anniston in 2023. We did not make a profit, but rather an investment. We donated over \$6,400 to local organizations through Woodstock (over \$2,000 more than 2022), including The Arc of Calhoun & Cleburne Counties and local schools. In addition to Woodstock donations, the Anniston Runners Club contributed a total of \$5,900 to other organizations including local non-profits, such as the YMCA and the RMC Colon Cancer Research. We also make donations to local charities and present two local high school scholarships in the spring. We would like to continue this momentum in 2024.

To make this happen, the Board recently approved a new sponsorship package, including updated perks of being an Anniston Runners Club sponsor, a new sponsorship level, and updated information on the club as a whole. Please let us know of your commitment and complete the form at the end of this document. We will be hosting our first race on January 13 and want to have as many of our current sponsors listed on the website and race shirt as possible.

We appreciate all the support you have given the Anniston Runners Club over the years!

AJ Long  
Anniston Runners Club  
2024 Sponsorship Coordinator  
2024 Webmaster and Woodstock Media Coordinator  
Email: [ajlong39@gmail.com](mailto:ajlong39@gmail.com)

**Anniston Runners Club**  
**P.O. Box 2022**  
**Anniston, AL 36202**

# Anniston Runners Club

## 2024 Sponsorship Opportunities

[www.annistonrunners.com](http://www.annistonrunners.com)

**Club History:** The Anniston Runners Club was formed in 1980 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 coordinate it, as well. 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.

The Woodstock 5K has been an historic course since 2013, when the Calhoun County Historic Preservation Committee and the City of Anniston designated it as such. 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.

**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 501(c)(3) status through our membership in the Road Runners Club of America. Donations, contributions, and sponsorship of our club are tax deductible.

## **2024 Executive Board of Officers**

President	Ashley Nash
Vice-President	Freddy Kemp
Treasurer	Hayley Long
Secretary	Janine Moses
Woodstock Race Director	Hayley Long
Member-at-Large	Jennifer Watwood
Past-President	Sherry Williams

## **2024 Extended Board of Officers**

Calendar Coordinator	Dennis Dunn
Equipment Manager	Becki Jones
Running Mileage Coordinator	Becki Jones
Rookie Runners/Walkers	Patty Wapshott
Sponsorship Coordinator	AJ Long
Trail Running Coordinator	Robert Powers
Triathlon Coordinator	Patty Wapshott
Webmaster	AJ Long
Membership Coordinator	Paula Angle
Newsletter Coordinator	Ashley Nash
Women's Running Coordinator	Bobbie Williams
Youth Running Coordinator	Victoria Martin

**Events:** Anniston Runners Club (ARC) hosts six running events and supports The Fab Four Challenge Series.

**Meetings:** ARC holds monthly officer meetings to organize upcoming events and member meetings and social events. ARC hosts an Annual Banquet to celebrate a successful year, to honor winners of the Challenge Series, Mile-a-Day Club (MAD), and the 1200 Mile Club and other mileage awards, to recognize other accomplishments, and to announce the election of officers for the year.

**Divisions:** 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.

**Trail Running Division** – We hold a variety of trail-training options, and support and volunteer for local trail events, such as the Pinhoti 100 and Chief Ladiga 100.

**Triathlon Division** – Members of ARC participate in races that involve running, biking, and swimming. ARC is also a supporter and sponsor of the Treadhoofalon, a triathlon with horseback riding, biking, and trail running.

**Women's Running Division** – Women's running focuses on protection, training, and injury/nutrition education, through events like workshops.

**Rookie Runners/Walkers** - This outreach is to local prospective runners who have never run, have not run in a long time, or are recovering from injury. It also supports individuals who walk for a lifestyle. Whatever level someone is, we partner ARC members with them to encourage and support them.

## EVENTS

**January Half Naked Marathon:** ARC hosts an annual half/quarter marathon at Fort McClellan on the morning of our Annual Banquet.

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

**March Canyon Climb:** The Canyon Climb 5-Miler is held in March, partnered with Regional Medical Center, to host a challenging hill race in scenic Anniston neighborhoods.

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

**August Woodstock 5K and**

**Kidstock 1K:** Since 1981, 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. It has been a Championship Race of the Road Runners Club of America 15 times.

The Kidstock 1K is held in conjunction with ARC's Woodstock 5K, the first Saturday in August. It is geared towards the first-time younger runner.

**October Halloween Scavenger Hunt:** The week before Halloween, we hold a free event, open to the public: our scavenger hunt in Fort McClellan where runners solve clues and run from location to location.

**November Plucked Turkey 10K:** On Thanksgiving morning, runners participate in a low-key 10K race. Over 150 runners participate each year. Awards of smoked turkeys and pies are presented. Partnered with the YMCA of Calhoun County, proceeds go to Regional Medical Center and the YMCA.

**Challenge Series Events:** ARC supports a Challenge Series, the Fab Four. The series consists of four ARC premier races. After the season is completed, ARC honors the overall top 3 winning male and female competitors at the ARC banquet. Everyone who completes the series receives a t-shirt.

## 2024 Sponsorship Opportunities

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

### **Silver Sponsor**

**\$1,000-\$2,499**

1. Sponsor receives two free club memberships.
2. Logo and link on Anniston Runners Club website: ([www.annistonrunners.com](http://www.annistonrunners.com)).
3. Logo on select Anniston Runners Club apparel and other promotional materials.
4. Logo on event shirts, including the Woodstock 5K/Kidstock 1K.
5. Logo on banners, posters, signs, and other promotional materials.
6. Sponsor highlights on the Anniston Runners Club and Woodstock Facebook pages.
7. Free Woodstock 5K/Kidstock 1K t-shirts to distribute to organization members.
8. Sponsor can host a booth at Woodstock 5K/Kidstock 1K.

### **Gold Sponsor**

**\$2,500-\$4,999**

1. Sponsor receives two free club memberships.
2. Logo and link on Anniston Runners Club website: ([www.annistonrunners.com](http://www.annistonrunners.com)).
3. Predominant logo on select Anniston Runners Club apparel and other promotional materials.
4. Logo on event shirts, including the Woodstock 5K/Kidstock 1K.
5. Logo on banners, posters, signs, or other promotional materials.
6. Sponsor highlights on the Anniston Runners Club and Woodstock Facebook pages.
7. Free Woodstock 5K/Kidstock 1K t-shirts to distribute to organization members.
8. Sponsor can host a booth at Woodstock 5K/Kidstock 1K.
9. Sponsor name recognized in promotions.
10. Recognition at Anniston Runners Club events.
11. Ability to rent Anniston Runners Club/NEABA headquarters in Anniston for one day per quarter (\$250 per day/\$125 for 3 hrs.).

**Platinum Headline Sponsors:** **\$5,000.00+**

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

- Logo/link on home page of Anniston Runners Club website
- Logo will be a predominant logo on shirts for Anniston Runners Club events
- Logo will be a predominant logo on the finishing banners at the Woodstock 5K
- Ability to rent Anniston Runners Club/NEABA headquarters in Anniston *without charge* (free) for one day per quarter

**Platinum Woodstock Race Partner: Only one available** **\$10,000.00+**

In addition to all of the benefits for the \$5,000 Platinum Sponsor, you will receive:

- Name listed in Woodstock 5K race title
- Primary sponsor logo in overhead finish banner at the Woodstock 5K
- Logo and name on finishing medals given to every participant
- Name featured in all advertising (radio ads, podcast, RunSignUp, social media)



## 2024 Contract

**Please return by January 15, 2024**

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

**Check one:**

- \_\_\_\_ Platinum Woodstock Race Partner      \$10,000+  
\_\_\_\_ Platinum Headline Sponsor      \$5,000+  
\_\_\_\_ Gold Sponsor      \$2500-\$4,999  
\_\_\_\_ Silver Sponsor      \$1000-\$2,499

**Check one:**

- \_\_\_\_ Full payment is included.  
\_\_\_\_ Partial payment (at least 50%) is included (full amount due June 1, 2024).

**Check one: Company Logo**

Logo Format: PDF vector file

- \_\_\_\_ Logo emailed to AJ Long ([ajlong39@gmail.com](mailto:ajlong39@gmail.com))  
\_\_\_\_ Contact for Logo (email) \_\_\_\_\_.

**Company Information:**

Contact \_\_\_\_\_ Email \_\_\_\_\_.

Company \_\_\_\_\_ Phone \_\_\_\_\_.

Address \_\_\_\_\_ Zip \_\_\_\_\_.

**Mail to: Hayley Long, Treasurer**

**c/o Anniston Runners Club**

**PO Box 2022 – Anniston AL 36202**

**Thank you!**