



CHATTANOOGA TRACK CLUB

Corporate Sponsorship Guidelines

To qualify as a corporate sponsor at least one of the following criteria must be met.

1. Any corporation or organization can qualify as a corporate sponsor with board approval.
2. Any corporation or organization that has given at least \$2500 over the previous year. This can be in goods, services or in cash. The donations must be directly to the club.
 - a. Any entity that has donated \$2,500 or more over the course of the previous 365 days through CTC races, club programs or some combination thereof can request a corporate sponsorship. The executive committee can approve or disapprove the request.
 - i. The entity must make the request within 90 days of donating at least 75% of the minimum of \$2,500 to the club within the past 365 days.
 - ii. Entities who have donated within the last 365 days of the start of this document will have their 90 day period extend from the start of this document.
 - iii. Entities who are approved under provision 2 will be considered a corporate or gold sponsor for the following calendar year.
3. Any corporation or organization that provides services for the CTC that cannot otherwise be monetized but it is assumed that this value is of \$2500 to the club.
4. If the Executive Committee feels there are too many qualifying sponsors. The Executive Committee can create a second tier of corporate sponsors. The first tier, (high tier) would be Platinum sponsors and the second tier; (lower tier) would be Gold sponsors. Platinum sponsors are limited to 10 sponsors. Gold sponsors are limited to 10 as well. The committee can pick which sponsors fall under which tier.
 - a. A general guideline for establishing tiers would be any donations valued at or above \$3,000 will be considered Platinum Sponsor.
 - b. Any donation valued to be at or above \$2,500 will be considered for a Gold level sponsor.
 - c. If more than two competing sponsors exists for the same service the executive committee can choose the top two sponsors from that service as a Platinum level sponsor and have the rest of the sponsors from that service be Gold level sponsors.
 1. The executive committee will recommend what the top two sponsors are based on the information provided to them.
 2. The term "service" will be up to the executive committee and they will have the discretion to determine if certain entities are within the same the service.
 - ii. Values can be in goods, cash or services provided.
 - iii. The values set are guidelines and the Board at anytime can change these values.

5. Board can change at their discretion every year.
6. Any decision made by the Executive Committee can be overridden by the board with a two thirds majority
7. Values are assumed to be retail value.
8. Corporate sponsorships will start at the beginning of each calendar year and end on December 31 of the same calendar year.

Sponsor Benefits:

The following benefits will apply to Platinum level sponsors as stated by this document.

1. Logo's no larger than 1.5 inches by 1.5 inches on CTC events that have t-shirts
 - a. Logo's can be larger if determined by the race director.
2. Booth space at all CTC Events.
3. Logo on the CTC main webpage. (To be shared with other corporate sponsors) Size to be determined.
4. Presentation of award at the CTC annual banquet.
 - a. 4 free seats to the banquet will also be included.
5. 2 free registrations to any CTC quarterly social event.
6. 5 free family memberships to the CTC.
 - a. The memberships must apply to employees or members of the company.

The following benefits will apply to Gold level sponsors as stated by this document.

1. Logo on 4 CTC race shirts per year. Size not to exceed 1.5 inches by 1.5 inches.
 - a. Race options will include; Scenic City Half Marathon, Chattanooga Chase, Market Street Mile, Missionary Ridge, Raccoon Mountain, Johnson Mental Health, Signal Mountain Pie Run.
2. Booth space at 4 CTC events of their choosing.
3. Logo on a CTC subpage under the category gold sponsors.
4. Presentation of award at the CTC annual banquet. (Award will be of less value than corporate sponsorship award)
 - a. 2 free seat to the CTC annual banquet will also be included
5. 1 free registration to any CTC quarterly social event.
6. 4 free family memberships to the CTC
 - a. The memberships must apply to employees or members of the company